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AND BEHAVIOR STUDY

Dinner Decision Making

Volume I

The Research Department
National Restaurant Association

Dinner Decision Making

A Consumer Attitude Survey

Volume I

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INTRODUCTION

This report describes the findings of a study of behavior and decisions regarding dinner conducted among a national sample of adults. Contacted by mail, the respondents reported the number of times within the past 30 days they had had various dinner occasions involving the purchase of freshly prepared food from any of a variety of sources, including restaurants, fast-food places, deli's and supermarkets.

The purpose of the research was to document the following...

--The various types of dinner situations in which prepared food is purchased, their incidence and the typical demographics of the person who buys prepared foods in such situations;

--The salient characteristics of the situation:

...the decision scenario that is most descriptive of the situation;

...the time of day and the time that the decision to go out and/or buy prepared food was made;

...the number of persons typically involved, and the importance of children in the situation;

...expenditures, and whether any coupon or other incentive was used.

--The types of outlets chosen for the various occasions and what was important about the outlet that was chosen in the particular situation.

The study was based on a sample of 1395 usable responses from a mail-out of 2000 questionnaires among a nationally projectable sample of adults who are members of the National Family Opinion mail panel. The returns (representing a rate of almost 70 percent) were again balanced to represent the composition of the mail-out sample. The study was fielded late March 1988 and returns were closed May 1, 1988.

In the questionnaire the respondents recorded the number of times within the past 30 days that they:

--Had dinner at a sit-down restaurant (with table service) where the expense (per person check size) is generally $10.00 or more per adult.

--Had dinner at a sit-down restaurant (with table service) where the expense (per person check size) is generally under $10.00 per adult.

--Had dinner at a fast-food restaurant (ordered at the counter and stayed there to eat dinner).

--Had dinner at a self-service cafeteria or buffet.

--Had carry-out food for dinner: You went to or called a fast-food place or restaurant, picked up your food and ate it elsewhere.

--Had dinner food delivered: You called a fast-food place or restaurant and had the food delivered to you.

--Purchased freshly prepared carry-out food (not frozen food) from a supermarket, convenience store or deli and had that for dinner on the same day.

For each type of occasion that had occurred, respondents were directed to supply many details of the last occasion that occurred in this manner, including when and where, the number and types of people involved, their moods and attitudes at the time of the decision to go out, or order the food, and the characteristics of the outlet chosen that were important in their decision to get the meal there. (A copy of the questionnaire is in the Appendix of this report.)

In total 1395 respondents reported on 3977 different dinner occasions, for about three different occasions per respondent.

A number of assumptions were made in aggregating the data reported here. For example, respondents rated only one (their most recent) occasion for each type listed. If they reported having had more than one such occasion in the past 30 days, we assume that it is similar in nature, based on the experience that a person's "most recent occasion" is typically similar to what the person does "most often." Other assumptions made are outlined in the technical description of the methodology in the Appendix of the report.

Overview

This was a study of dinner occasions involving seven different purchase situations--ranging from sit-down restaurant dinners to dinner meals purchased as carry-out food from supermarkets.

For each of these dinner purchase situations we determined:

--the percent of all dinners eaten by adults it represents, and its share of dollar expenditures of away-from-home prepared dinners,

--who is the most likely consumer to eat dinner in this situation,

--how the decision was made where the dinner would be purchased.

On average, we found that 31 percent of all dinner occasions involve a purchase of freshly prepared food.

--The most common purchase situation is a dinner eaten at a relatively inexpensive (under $10 per adult) sit-down restaurant: 65 percent of the sample reported to have had dinner in this manner in the past 30 days;

--Carry-out dinners (from restaurants and fast-food restaurants combined) were reported by 59 percent of the sample (two-thirds of these occasions represented carry-out occasions from fast-food outlets);

--The percentages of the sample reporting other types of dinner situations in the past 30 days were as follows:

...Eat-in in a fast-food restaurant: 52 percent,

...Eat-in in a relatively expensive (over $10 per adult) restaurant: 51 percent,

...Purchased freshly prepared food from a supermarket, deli or convenience store: 27 percent,

...Had dinner at a cafeteria: 26 percent,

...Had dinner food delivered: 22 percent.

Five basic "decision scenarios" were identified:

--"A Fun Time"--a decision scenario that relates to an up-beat mood and a sense of anticipation of fun. Decisions on where the dinner will be are often made well in advance.

--"A Nice Meal Out"--a decision scenario that relates to wanting the satisfaction or the pleasure of eating out, being served and getting good and plentiful food at a good value.

--"A Craving"--a decision scenario that relates to getting a taste for, being in the mood for a certain type of food. Seeing or smelling the food can stimulate the decision--as well as being reminded of a taste, or a certain type of food.

--"Making Sure Everyone Is Getting Something To Eat"--a decision scenario caused by the hectic pace and complex schedules of family life at dinner time.

--"Easiest Thing Available"--an impulse decision scenario made by someone who is tired and pressed for time.

Each of these decision scenarios can be related to specific restaurant characteristics that are especially important to consumers in that situation.

The following pages highlight the findings on each of the seven dinner purchase situations:

--Who is most likely to eat dinner in this situation,

--When the decision is made to eat dinner in this manner, and

--Which decision scenario or scenarios are most prevalent in that situation.

Dinner At A Sit-down Restaurant
(Expense $10 Or More Per Adult)

Fifty-one percent of all adults reported that they had dinner in this manner in the past 30 days. The demographics of persons who have dinner in this manner most often are:

--Ages 40-60
--Family income over $30,000 especially over $45,000
--Singles
--Larger metropolitan areas
--Males

This occasion represents:

--4.8% of all dinner occasions,
--15.4% of dinner occasions involving the purchase of prepared food, and
--39.5% of dollars expended on prepared food dinner occasions.

This occasion occurs relatively frequently on Saturdays and between the hours 6-8 pm, and also between 8-9 pm. On average, the total time spent at the restaurant is 82 minutes.

The average party size is 3.6 persons, and the median check size per party is $40.30. Coupons were used in 8 percent of these occasions.

Party composition is. . .

--One person:	2%
--Two persons:	39%
--Three or more persons:	59%
--Children under 12:	17%
--Children 13-17:	6%

The decisions for these dinners tend to be made in advance:

--A day in advance (48%)
--Same day, but more than two hours in advance (22%)

The Decision Scenarios that apply most often are:

(1) "A Fun Time" in which people seek out places that excel in:
- Food quality
- Nice place
- Cleanliness
- Friendly people
- Fresh food/ingredients

(2) "A Nice Meal Out" in which these restaurant attributes are most important:

- Food quality
- Cleanliness
- Nice place
- Friendly people
- Value for the money

Dinner At A Sit-Down Restaurant
(Expense Less Than $10 Per Adult)

Sixty-five percent of all adults reported that they had dinner in this manner in the past 30 days. The demographics of persons who most often have dinner in this manner are:

--Ages 50 and over
--Smaller metros: 500,000 - 2 million
--Incomes 30K-45K
--Widowed/divorced

This occasion represents:

--7.6% of all dinner occasions,
--24.4% of dinner occasions involving the purchase of prepared food, and
--24.8% of dollars expended on prepared food dinner occasions.

This occasion occurs relatively frequently on Fridays and between the hours of 4-8 pm. On average, the total time spent at the restaurant is 59 minutes.

The average party size is 3.3 and the median check size per party is $16.24. Coupons were used in 10% of these occasions.

Party composition is. . .

--One person: 2%
--Two persons: 44%
--Three or more persons: 54%
--Children under 12: 28%
--Children 13-17: 8%

The decision for these dinners tend to be made shortly before going:

--Less than one hour before going (44%)
--One-to-two hours in advance (17%)

The Decision Scenarios that apply most often are:

(1) "A Nice Meal Out" in which people seek out places that excel in:
    * All restaurant "basics": good food, good portions, variety, service
    * Good value for money
    * Friendly service
    * Convenience

(2) "A Fun Time" in which these restaurant attributes are most important:

- A nice place to go
- Unique original food
- Friendly people
- Cleanliness
- Good value for money

Dinner At A Self-Service
Cafeteria Or Buffet

Twenty-six percent of all adults reported that they had had dinner in this manner in the past 30 days. The demographics of persons who have dinner in this manner most often are:

--Ages 60 and over
--Widowed or divorced
--Retired/not employed

This occasion represents:

--2.3% of all dinner occasions,
--7.4% of dinner occasions involving the purchase of prepared food, and
--6.2% of dollars expended on prepared food dinners.

This occasion occurs relatively frequently on Sundays, especially between the hours of 4-5 pm as well as between 5-7 pm. On average, the total time spent at the restaurant is 55 minutes.

The average party size is 3.2, and the median check size per party is $13.35. Coupons were used in 11 percent of these occasions.

Party composition is:

--One person:	8%
--Two persons:	36%
--Three or more:	54%
--Children under 12:	27%
--Children 13-17:	9%

The decisions for these dinners tend to be either spontaneous or well planned:

--Less than one hour before going (40%)
--Same day, more than two hours in advance (20%)
--A day or more in advance (22%)

The most applicable Decision Scenario is that of. . .

"A Nice Meal Out" in which these restaurant attributes are most important:

* Cleanliness
* Value for the money
* Variety
* Fresh food/ingredients
* Food quality

Dinner At A Fast-Food Restaurant
(Stayed To Eat)

Fifty-two percent of all adults reported that they had had dinner in this manner in the past 30 days. The demographics of persons who most often have dinner in this manner are:

--Ages under 30, and 30-39
--Young parents
--Family income $20,000-$45,000
--Males
--Singles
--From larger metropolitan areas

This occasion represents:

--5.9% of all dinner occasions,
--18.8% of dinner occasions involving the purchase of prepared food, and
--9.6% of dollars expended on prepared food dinner occasions.

This occasion occurs relatively more frequently on Tuesdays, Wednesdays and Thursdays between 4-6 pm as well as between 6-7 pm. On average, the total time spent at the restaurant is 35 minutes.

The average party size is 2.9 persons, and the median check size per party is $8.17. Coupons were used in 22 percent of these occasions.

Party composition is:

--One person: 8%
--Two persons: 43%
--Three or more: 49%
--Children under 12: 40%
--Children 13-17: 12%

The decisions for these occasions tend to be very spontaneous:

--Less than one hour before going there (69%)

The Decision Scenarios that apply most often are:

(1) "Easiest Thing Available" in which people seek out places featuring:
* Fast service
* Good location, convenience
* (The Right) Price range
* Cleanliness
* Value for money

(2) "Making Sure Everyone Is Getting Something To Eat" in which these restaurant attributes are important:

- Appeal to children
- Deals, coupons
- Convenience
- Price range
- Hours they're open

Carry-Out Food From A Restaurant Or A Fast-Food Place

Fifty-nine percent of all adults reported that they had had dinner in this manner in the past 30 days. The demographics of persons who most often have dinner in this manner are:

--Age under 30
--Single adults and households with children

This occasion represents:

--6.2% of all dinner occasions,
--19.7% of dinner occasions involving the purchase of prepared food, and
--11.7% of dollars expended on prepared food dinner occasions.

Two-thirds of these occasions are accounted for by fast-food restaurants with hamburgers, chicken and pizza outlets mentioned most. The remaining one-third is accounted for largely by pizza and Oriental restaurants.

This occasion occurs evenly throughout the week, but is low on Saturdays, and is usually between the hours of 5-7 pm. On average, the time spent on eating the dinner is 28 minutes. In 80% of the cases, the food was eaten at home.

The average party size is 3.1 persons, and the median check size per party is $9.48. Coupons were used in 31% of these occasions.

Party composition is. . .

--One person:	12%
--Two persons:	29%
--Three or more	59%
--Children under 12:	39%
--Children 13-17:	13%

The decisions for these dinners tend to be made spontaneously:

--Less than one hour before going there (60%)
--One-to-two hours in advance (19%)

The Decision Scenarios that apply most often are:

(1) "A Craving" in which these restaurant attributes are crucial:
* Food quality
* Speed of service
* Convenience
* Price range
* Fresh food/ingredients

(2) "Easiest Thing Available" where people seek out places in which these features are important:

- Convenience
- Speed of service
- Price range
- Food quality
- Value for the money

(3) "Making Sure Everyone Is Getting Something To Eat" in which these attributes are present:

- Convenience
- Coupons, deals
- Price range
- Speed of service
- Food quality
- Appeal to children

Dinner Food Was Delivered

Twenty-two percent of all adults reported that they had had dinner in this manner in the past 30 days.

It is important to point out that pizza restaurants dominate this business: About 8 out of every 10 reported delivery occasions involved pizza places with Italian and Oriental restaurants also mentioned. The demographics of persons who most often have dinner in this manner are:

--Singles and households with children
--Under age 30, and also age 30-39
--Incomes: $20,000-$30,000, and also incomes $30,000-$45,000

This occasion represents:

--1.6% of all dinner occasions,
--5.2% of dinner occasions involving the purchase of prepared food, and
--3.8% of dollars expended on prepared food dinner occasions.

This occasion occurs relatively frequently on Fridays after 6 pm. On average, the time spent on eating the dinner food is 31 minutes. In 91% of the cases, the food is eaten at home.

The average party size is 3.3 persons, and the median check size per party is $11.89. Coupons were used in 44 percent of these occasions.

Party composition is:

--One person:	8%
--Two persons:	29%
--Three or more:	63%
--Children under 12:	47%
--Children 13-17:	13%

The decision for these dinners tend to be made spontaneously:

--Less than one hour before going there (66%)

The Decision Scenarios that apply most often are:

(1) "Craving" in which these attributes are important:
- Food quality
- Speed of service
- Price range
- Fresh food/ingredients
- Consistency

(2) "Making Sure Everyone Is Getting Something To Eat" where these features are salient:

- Speed of service
- Food quality
- Kids like it
- Special deals/coupons
- Fresh food/ingredients

(3) "Easiest Thing Available" in which the following are most important:

- Speed of service
- Food quality
- Price range
- Consistency
- Value for the money

Purchased Freshly Prepared Food For Dinner In A Grocery Store Or Deli

Twenty-seven percent of all adults reported that they had had dinner in this manner in the past 30 days. The demographics of persons who most often have dinner in this manner are:

- --Age under 30
- --Singles, and widowed or divorced persons
- --Household income under $10,000

This occasion represents:

- --2.8% of all dinner occasions,
- --8.3% of dinner occasions involving the purchase of prepared food, and
- --4.1% of dollars expended on prepared food dinner occasions.

This occasion occurs more frequently on Mondays and Thursdays between the hours of 4-5 pm. On average, the time spent on eating the dinner food is 32 minutes. In 84% of the cases, the food is eaten at home.

The average party size is 2.8 persons, and the median check size per party is $7.39. Coupons were used in 6% of these occasions.

Party composition is. . .

--One person:	15%
--Two persons:	39%
--Three or more:	46%
--Children under 12:	32%
--Children 13-17:	14%

The decision for these dinners does not involve much advance planning; most decisions are made:

- --Less than one hour before going there (56%)
- --Same day, but more than two hours in advance (19%)

The Decision Scenarios that apply most often are:

(1) "Craving" in which these attributes take on importance:
- * Food quality
- * Fresh food/ingredients
- * Speed of service
- * Convenience
- * Price range

(2) "Easiest Thing Available" in which these aspects are important:

- Convenience
- Food quality
- Speed of service
- Fresh food/ingredients
- Price range

FINDINGS

A. Basic Statistical Data On The Occasions Involving Eating Dinner Out Or Purchasing Freshly Prepared Food For Dinner

On a monthly basis, just over 31 percent of all dinner occasions involved some type of purchase of freshly prepared food or a restaurant visit. Only 4 percent of the time people reported not having had any dinner at all. In total, almost two-thirds of all dinners reported involved home prepared food.

Table 1

Dinner Occasions Across 30 Days

	Total Dinner Occasions	
Ate out or had/purchased prepared food	31.3%	<----Subject of this study
Had home-prepared food	64.5	
Did not have dinner at all	4.2	
	100.0%	
Base	(41850)*	

* 1,395 respondents times 30 days.

The dinner occasions of interest in this study were those 31.3 percent of all dinner occasions. These are broken down further on the following page.

Table 2

Distribution Of Dinner Occasions Involving Eating Out Or Purchasing Prepared Food In Past 30 Days

	Percent Of Occasions	Median Expenditure Per Occasion	Percent Of Dollars
Dinner Was. . .			
At sit-down restaurant ($10+ per adult)	15.4%	$40.80	39.5%
At sit-down restaurant (under $10 per adult)	24.4	$16.24	24.8
At self-service cafeteria, buffet	7.4	$13.35	6.2
At fast-food restaurant	18.8	$ 8.17	9.6
Carry out, ate elsewhere	19.7	$ 9.48	11.7
Delivered	5.2	$11.89	3.8
Freshly prepared from supermarket or other retail store	8.3	$ 7.39	4.1
Base	(13,100)		($208,980)

Table 2 shows the distribution of dinner occasions across the various types of purchase situations.

--Sit-down restaurants, especially those where the typical expense involves less than $10 per person, have an important share of this business: Combining the more expensive and inexpensive sit-down restaurants, they account for about 40 percent of dinner occasions, and 65 percent of dollar expenditures.

--Fast-food eat-in and restaurant carry-out each account for almost 20 percent of occasions, but for only about 10 percent of dollar expenditures.

--Purchases of freshly prepared food from retail stores account for over 8 percent of occasions, while delivery occasions (almost 80 percent of which are pizza occasions) account for just over 5 percent of occasions.

Table 3

Incidence Of Various Dinner Occasions And Frequency

Dinner Was. . .	Incidence Of Usage	Mean Number Of Times In Past 30 Days Among Users
At sit-down restaurant ($10+ per adult)	50.6%	2.9
At sit-down restaurant (under $10 per adult)	65.5	3.5
At self-service cafeteria, buffet	25.5	2.7
At fast-food restaurant	51.8	3.4
Carry out, ate elsewhere	58.8	3.1
Delivered	21.9	2.2
Freshly prepared from supermarket or other retail store	26.8	3.1
Base	(1395)	

As Table 3 shows, there is a great deal of variation in the incidence of the various dinner occasions:

--Dinner at an inexpensive sit-down restaurant in the past month was reported by 65.5 percent of all adults sampled.

--About half of all adults reported at least one occasion involving a relatively more expensive sit-down restaurant dinner, dinner at a fast-food place or from a carry-out restaurant.

--On the other hand, only 22 percent of the sample reported having dinner delivered. This relatively small share of occasions and dollars accounted for by this type of dinner could be caused by limited availability and may grow as more people will get access to such services and start using them.

--Visiting a cafeteria or purchasing freshly prepared food from a food store is reported by about 1 in 4.

In order to get a view of who is most active in which type of dinner occasion we need to take into account two measures:

--The incidence (i.e., the proportion of people who actually eat dinner in this way)

--Frequency (the number of times these people eat dinner in this way in a month)

The detailed information showing these two measures separately is in the Appendix tables of this report.

Table 4 on the following pages shows the responses of incidence and frequency combined across a thirty-day period. This allows us to pinpoint the demographic subgroups that show above and below average usage of the various dinner occasions:

--Dinner in a sit-down restaurant where the typical expense is over $10 per person occurs relatively more among persons ages 40-60 with incomes over $30,000 who reside in the large metropolitan areas. Singles report these occasions well above average. Men report these occasions more than women.

--Dinner in less expensive sit-down restaurants (under $10 per person) appears undifferentiated due to so many adults eating out in this situation. Persons ages 50 and over with incomes over $30,000 living in mid-sized metro areas are most likely to eat out in this manner.

--Dinners in a self-service cafeteria/buffet establishment skews even a bit older: persons who are over 60, widowed or divorced and with incomes in the $20,000 to $30,000 range are most likely to eat in this manner. They are most commonly found in the smaller markets.

--Dinners eaten at fast-food restaurants are most common among young parents in all but the largest metropolitan areas.

--Carry-out dinners from restaurants are especially prevalent among those under 30 (parents and singles) but also among those under 50.

--Delivery dinners are especially popular among younger singles, young couples and young parents (all under 30). Those with low incomes, under $10,000 per year and with middle incomes, $20,000-$45,000, are most likely to order delivery. They are concentrated in the larger metropolitan areas.

--Dinners consisting of fresh-prepared food from supermarkets and deli's are concentrated among younger singles and divorced persons (under 40) with lower incomes (under $10,000).

Table 4

The Demographics Of The Various Dinner Occasions

	Dinner Was At. . .			
	Sit-Down Restaurant ($10+)	Sit-Down Restaurant (Under $10)	Self-Service Cafeteria/ Buffet	Fast-Foo Restaurar Eat-In
Percent Of All Dinners In 30 Days	4.8%	7.6%	2.3%	5.9%
	Index:	Index:	Index:	Index
Total	100	100	100	100
Men	110	100	100	102
Women	92	101	104	98
Age				
Under 30	86	89	83	129
30-39	86	89	78	129
40-49	119	95	91	93
50-59	127	112	109	68
60 and over	94	116	139	80
Single	167	99	83	97
Married	97	99	96	100
Widowed/Divorced	96	109	139	102
Income				
Under $10,000	60	86	117	100
$10,000-$19,999	60	99	122	98
$20,000-$29,999	71	93	117	107
$30,000-$44,999	123	112	78	107
$45,000 or more	156	105	83	90
Market Size				
Under 50,000	73	96	117	108
50,000-499,999	83	104	117	107
500,000-1,999,999	85	113	107	112
2,000,000 and over	148	96	74	81

Table 4
(Continued)

	Dinner Was From:			
	Carry-Out From Restaurant Or Fast-Food Restaurant	Delivered	From Supermarket/ Deli	Had No Dinner At All
Percent Of All Dinners In 30 Days	6.2%	1.6%	2.8%	4.2%
	Index:	Index:	Index:	Index
Total	100	100	100	100
Men	99	112	93	90
Women	101	94	104	110
Age				
Under 30	160	181	114	131
30-39	118	138	107	112
40-49	113	125	100	107
50-59	68	50	93	100
60 and over	56	44	82	64
Single	152	150	200	164
Married	90	94	75	86
Widowed/Divorced	116	112	146	131
Income				
Under $10,000	105	116	116	76
$10,000-$19,999	87	92	86	86
$20,000-$29,999	95	138	75	140
$30,000-$44,999	105	119	100	86
$45,000 or more	105	94	89	107
Market Size				
Under 50,000	97	69	100	93
50,000-499,999	95	106	114	93
500,000-1,999,999	100	119	86	93
2,000,000 and over	105	119	93	114

--Note that the practice of not eating a dinner at all is also prominent among singles and divorced persons under age 40 who have moderate incomes and who are living in the larger metropolitan areas. The practice is slightly more common among women than men.

Lifestage data shed some additional light on these findings. These are detailed in Table 5:

Table 5

Lifestages Of The Users Of The Seven Dinner Occasions

	Dinner Was At			
Lifestage	Sit-Down Restaurant ($10+) (N=681)	Sit-Down Restaurant (Under $10) (N=893)	Self-Service Cafeteria/ Buffet (N=342)	Fast-Foo Restaura Eat-In (N=672)
Young single (under 35)	3%	3%	2%	3%
Middle single (35-65)	8	8	8	7
Older single (over 65)	3	4	6	3
Young couple (under 45)	9	8	4	8
Working older couple (45+)	15	15	14	11
Retired older couple (45+)	13	14	20	12
Young parent (under 45, child under 6)	18	18	17	24
Middle parent (under 45, children 6 and over)	13	15	13	18
Older parent (45+, child at home)	15	14	13	14
Roommates (18 and over, same sex)	3	2	3	1

Table 5
(Continued)

Lifestage	Dinner Came From Carry-Out From Restaurant (N=729)	Delivered (N=250)	From Supermarket/ Deli (N=320)	Total (N=3977)
Young single (under 35)	4%	6%	4%	3%
Middle single (35-65)	6	8	10	8
Older single (over 65)	3	2	4	3
Young couple (under 45)	10	11	9	8
Working older couple (45+)	10	6	11	12
Retired older couple (45+)	9	3	12	12
Young parent (under 45, child under 6)	24	32	19	21
Middle parent (under 45, children 6 and over)	18	15	14	15
Older parent (45+, child at home)	15	13	15	14
Roommates (18 and over, same sex)	2	3	2	2

--Among singles, the youngest persons (under 30) get their prepared dinners mostly from carry-out, delivery or the supermarket/deli; middle-aged singles (30-50) either use the more expensive sit-down restaurants or get their dinner from the supermarket or deli; the oldest singles focus their dinner occasions in self-service establishments.

--Among couples, the youngest couples use carry-out or delivery most, working older couples focus on sit-down places, while retired couples use, especially, the self-service establishments.

--Among parents, it is especially the youngest parents who use eat-in fast food, carry-out and delivery most.

--Adults living with other adult roommates use delivery most, sit-down restaurants and also self-service establishments, which probably are student cafeterias.

So far, we have looked at the basic parameters of the different dinner occasions: how often they occur and who is most likely to eat dinner in these situations. In the following chapter we will describe the types of decision making we could find in connection with dinner occasions where away-from-home prepared foods were purchased.

B. Decision Scenarios

This chapter highlights findings on the variables that describe how one felt at the time the decision was made to have dinner from a restaurant, fast-food place or outlet providing freshly prepared food.

Focus group research that preceded this study had indicated that factors such as. . .

--time (hurried or not),

--energy (tired or not), and

--mood (up or down)

had a great deal to do with these decisions.

For each dinner occasion that the questionnaire directed the respondent to describe in detail, the respondents rated how they felt on a series of scales:

--I/We felt like I/we deserved a treat or reward.

--I/We just had a craving for something different, something I/we didn't have at home.

--What with meetings, working late, somebody out of town, sports, lessons and crazy schedules, I/we just wanted to make sure that I/we got something to eat for dinner.

--All I/we wanted to do was get it over with. I/We knew we had to eat something but I/we didn't give too much thought to what it was, nor did I/we care very much.

--I/We were feeling pretty relaxed and agreeable. I/We didn't have very strong feelings about what, in particular, I/we wanted to eat. I/We just went along with someone else's suggestion.

--I/We were in an up mood. I/We felt like having fun.

--I/We had something to celebrate.

--I/We wanted the easiest thing available--the option with the least hassles.

--It got too late to cook or do what I/we would have really liked to do for dinner.

--I/We didn't have any energy left.

--I/We felt pressed for time.

Next, the respondents rated a series of 19 attributes for the outlet they selected in terms of how important each was in terms of the decision to eat there.

--Fresh food/ingredients

--Speed of service

--Their price range

--They have unique or original food

--Kids like it

--Nice place to go

--Friendly people/service

--The hours they're open

--Their consistency

--Special deals/coupons

--Their variety

--No lines/no waiting

--The size of the portions

--Food presentation

--Convenience of location

--Comfortable seating

--Cleanliness

--Value for the money

--Food quality

A multi-variate data analysis was performed on these ratings which showed that there are five major dinner decision "scenarios." (Details on the algorithm used is in the technical description of the study methodology in the Appendix of this report.)

We will begin by describing these scenarios. Then we will show which of these scenarios is most important in each of the different types of dinner occasions described earlier.

1. Definition Of The Dinner Decision Scenarios.

We call the five dinner decision scenarios:

--"A Fun Time"

--"A Nice Meal Out"

--"A Craving"

--"Making Sure Everyone Is Getting Something To Eat"

--"The Easiest Thing Available"

A Fun Time is the decision scenario that starts with someone asking himself or herself: "Did I/he/she deserve a reward?" or "Do we feel entitled to a reward or treat?" This type of mental activity is most likely to occur several hours to several days before the event.

On this occasion people feel in an "up" mood. The statements they rated high were. . .

--We felt like having fun

--We felt like we deserved a treat or reward

In this mode people have time to spend and the price range of the place chosen is not overly important.

The anticipation of fun reflects itself in their choice: They select a "nice" place with unique or original attractive food, atmosphere and variety. The decision where to go for this dinner is made earlier than for any of the other decision scenarios.

A Nice Meal Out is a decision scenario where people opt for eating out as opposed to cooking. This decision is made impulsively, just before or several hours before the dinner itself. In this decision mode people don't anticipate fun as much as the pleasure of good food and being served.

The places that are selected in this scenario tend to be rated high on all the restaurant "basics" like consistent food quality, and variety, good portions, friendly and speedy service, no lines or waiting, and value for the money.

A Craving is a decision scenario where taste or a yen for a certain type of food dictates choice. This is a quite impulsive type of decision, and it can be answered by a variety of sources, including buying prepared food at supermarkets. In other words, the looks or smell of the food can trigger this type of decision making.

Making Sure Everyone Is Getting Something To Eat is a dinner decision mode that is affected by a combination of circumstances; for example, this type of decision making occurs when different family members have conflicting schedules, or when there is a shortage of time to have a home-prepared dinner.

Situations in which this type of decision-making tends to occur could be. . .

--Children attending after-school activities;

--Parent comes home from work and needs to go out again for the evening with little time in-between;

--Family members coming and going at different times.

The ratings show that a combination of circumstances can lead to this type of decision-making:

--Trying to make sure everyone is getting something to eat;

--Feeling tired;

--Wanting to get it over with;

--Too late to cook;

--Going along with someone else's suggestion;

--Children deserving a treat or reward.

Note that the persons reporting this type of decision making seem to indulge others: going along with someone else's suggestion and/or wanting to please their child or children. People in this situation may try to please their children, because they don't want to put up with a child refusing to eat on what already is a stressful and complicated evening.

All in all, this decision scenario is a modest indulgence in convenience. Another variable that applies to this type of decision making is coupons: people realize that their desire for convenience is costly and usage of coupons occurs relatively often, suggesting that they are important in the choice of where one will go in this situation.

The Easiest Thing Available is the dinner decision scenario when people are tired and pressed for time. They tend to choose the option with the least amount of hassles. Speed of service and location convenience are the elements that affect choice.

Table 6 shows at what time the decision for a food purchase or a restaurant visit was made for each of the decision scenarios.

--A majority of "A Fun Time" decisions are made well in advance.

--On the other hand, more than half of the decisions involving "The Easiest Thing Available," "A Craving" and "Making Sure Everyone Is Getting Something To Eat" occurred within one hour before actually going to the place or placing the order.

Table 6

When The Decision Was Made

Decision To Go There/ Purchase/Call Was Made. . . .	A Fun Time (N=767)	Nice Meal Out (N=964)	Craving (N=659)	Making Sure Everyone Is Getting Something To Eat (N=635)	Easiest Thing Available (N=862)
Less than one hour before going there	19%	44%	54%	57%	72%
One to two hours in advance	13	17	21	18	14
	36%	40%	39%	31%	23%
On the same day, but more than two hours in advance	23	23	18	13	9
A day or more in advance	45	16	7	13	5

The data in Table 7 show that certain decision scenarios tend to occur more or less at various stages in life.

--"A Fun Time" is a decision scenario that is fairly evenly distributed among all life stages;

--"A Nice Meal Out" occurs especially among older retired couples and older singles;

--"A Craving" is particularly prevalent among young couples;

--"Making Sure" decisions are most prevalent among young and middle-aged parents;

--Young parents in particular opt for the "Easiest Thing Available."

Table 7

Decision Scenarios In Different Life Stages

	Total (3977)	Fun Time (767)	A Nice Meal Out (934)	Craving (646)	Making Sure (632)	Easiest Thing Availabl (865)
Young Singles (under 35)	3%	4%	1%	3%	6%	4%
Middle Singles (35-65)	8	8	10	6	7	7
Older Singles (over 65)	3	3	5	2	3	3
Young Couple (under 45)	8	8	6	12	9	9
Working Older Couple(45+)	12	13	12	13	8	11
Retired Older Couple(45+)	12	13	21	9	6	9
Young Parent (under 45, child under 6)	21	18	15	23	28	25
Middle Parent (under 45, children 6 and over)	15	14	14	14	19	17
Older Parent (45+, child at home)	14	17	15	14	13	14
Roommates (18 and over, same sex)	2	2	1	3	2	2

2. The Decision Scenarios For The Various Dinner Situations.

Table 8 shows the prominence of each of the dinner decision scenarios for the different dinner occasion described in the first chapter.

Table 8

Decision Scenarios For The Seven Types Of Dinner Occasions

	Dinner Was At. . .				Dinner Came From. . .		
Decision-Scenario	Sit-Down Restaurant ($10+) (N=681)	Sit-Down Restaurant (Under $10) (N=843)	Self-Service Cafeteria/ Buffet (N=342)	Fast-Food Restaurant (N=672)	Carry-Out From Restaurant (N=729)	Delivered (N=250)	Supermarket/ Deli (N=320
A Fun Time	61%	25%	20%	5%	2%	2%	2%
A Nice Meal Out	23	37	40	24	14	6	19
A Craving	3	10	11	10	32	38	35
Making Sure Everyone Is Getting Something To Eat	10	15	11	19	19	31	16
Easiest Thing Available	3	13	18	42	32	23	28

--For dinners in the more expensive sit-down restaurants the great majority of decisions are made in the "Fun Time" scenario. The second most common scenario is the "Nice Meal Out" decision scenario.

--Dinner occasions in the less expensive sit-down restaurants involve a variety of decision scenarios.

...The most predominant decision scenario is "A Nice Meal Out." The less expensive sit-down restaurants appear to be chosen for their ability to provide good food, good portions, variety, and service at a reasonable price. The value and overall satisfaction that the restaurants provide play a role in the decisions.

...The second most important decision scenario for less expensive restaurants is "A Fun Time." For these occasions the ability of the restaurant to be a "nice place to go" (mood, atmosphere) is important.

--Dinner occasions in self-service cafeterias and buffets mostly match the pattern of decision scenarios of inexpensive sit-down restaurants: Most prevalent is the "Nice Meal Out" decision scenario.

"A Fun Time" and "Easiest Thing Available" are also important for dinners at self-service establishments.

--On-premise dinners at fast food places most often occur with the "Easiest Thing Available" decision scenario: Location and speed of service are instrumental in attracting these occasions.

"A Nice Meal Out" is of secondary importance as a decision scenario.

In addition, the "Making Sure Everyone Is Getting Something To Eat" decision scenario occurs to some extent.

--Carry-out dinners from restaurants and fast-food places appear to have two different key decision scenarios:

...Many carry-out decisions involve "A Craving" (pizza, Chinese, and BBQ places are mentioned in particular).

...Other carry-out dinner occasions involve the decision of "The Easiest Thing Available." Hamburgers are eaten most in this case. Drive-thru windows may play an important role here.

--The "Making Sure Everyone Is Getting Something To Eat" decision scenario is of secondary importance for carry-out dinners.

--Delivery occasions are based primarily on "Craving" and "Making Sure Everyone Is Getting Something To Eat" decisions. In addition, "The Easiest Thing Available" plays a role here. Interestingly, though, the "Easiest Thing" is not the primary decision scenario for delivery occasions.

--Supermarket and deli-prepared dinners are bought in response to "A Craving" and "The Easiest Thing Available."

It is important to note that the decision making for freshly prepared dinner food tends to be made earlier in the day than decision making for fast food or restaurant dinners. The challenge, therefore, is to tempt customers before they visit their supermarket.

In the following chapters of the report we will review each of the seven types of dinner occasions separately for each of the main decision scenarios that occur in those situations. This will allow us to show the full extent of the variations that occur in dinner decision making and what factors are most important in attracting the various types of dinner customers.

C. Dinner At The More Expensive Sit-down Restaurant

In this section we will focus on more detailed findings on the dinner occasions that took place in sit-down restaurants where the total expense is typically over $10 per person. (See the details on Table 9.)

1. Nature Of The Decision Making.

The decision to have dinner in a restaurant at the $10 and over price level is usually made well in advance of the occasion: earlier in the day and especially in the days preceding the event itself.

The restaurant types most often selected were described as "Seafood/fish, American Menu, Family/General Menu and Steak places.

The most common decision scenario is the one called "A Fun Time." Aside from basic requirements like food quality and cleanliness, the restaurant attributes that are especially important in the selection of the restaurant in this decision scenario are..

--a nice place to go

--friendly people and service, and

--fresh food/ingredients.

Table 9

Dinner At A Sit-Down Restaurant
($10+ Per Person)

		Decision Scenarios		
	Total (N=698)	A Fun Time (N=415)	A Nice Meal Out (N=155)	Making Sure... (N=71)
When Decided				
Less than one hour in advance	18%	13%	22%	30%
Same day	34	32	39	28
Day or more in advance	48	55	39	42
Length (in min.)	82	87	77	77
Avg. party size	4.0	4.2	3.2	5.0
Coupon used	8%	6%	12%	11%
Top Four Restaurant Types				
Fish/seafood	21%	21%	19%	25%
American	19	20	16	20
Family/Gen. Menu	19	17	24	18
Steak	12	11	15	4
Five Most Important Restaurant Attributes:		*Food quality *Nice place *Cleanliness *Friendly people *Fresh food/ ingredients	*Food quality *Cleanliness *Nice place *Friendly people *Value for the money	*Convenience *Nice place *Food quality *Fresh food/ ingredients *Variety
Marital Status				
Single	11%	11%	6%	18%
Married	76	76	81	72
Widowed/divorced	13	13	13	10
Occupation				
White collar	46%	48%	37%	56%
Blue collar	27	27	29	21
Other	27	25	34	23
Income				
Under $30,000	38%	36%	43%	37%
Over $30,000	62	64	57	63

In anticipation of the fun, people tend to select a "nice place" where they will feel comfortable staying relatively long. On average these occasions are reported to have lasted almost 90 minutes. The interest in quality food is underscored by the importance of fresh food and fresh ingredients as a reason for selection of the restaurants in this scenario.

The second most common decision scenario for the more expensive sit-down restaurants is the "A Nice Meal Out" scenario. The choices now are somewhat more in the direction of Steak and Family/General Menu restaurants. One additional attribute is taking on more importance in this scenario: Value For The Money.

A small proportion of these dinner occasions are decided on in the "Making Sure (Everyone is getting something to Eat)" scenario. If this occurs in connection with the more expensive restaurants, it appears that the consumer is relatively upscale: A higher income and a higher proportion of the people in this case have white collar occupations.

In this decision scenario, what is rated most important about the restaurant that was chosen is its convenience. Note also that menu variety is important in this decision scenario.

2. Implications For The Restaurant Operator.

For restaurants where the typical expenditure is generally $10 or more per adult, the implications of the decision making data in this report are as follows:

--The majority of decisions for dinner are made somewhat to well in advance of the occasion, and there is an anticipation of fun and a feeling of reward connected to this decision making.

Customers anticipate spending time at the restaurant, they are not in a hurry. They may be celebrating an accomplishment or a birthday.

--In order to attract this business a key image attribute is being a nice place to go. This might be underscored by the exterior of the restaurant, the presence of a bar and/or the atmosphere inside the restaurant.

Friendliness of the service staff (not necessarily speed) is an important ingredient to attract this type of dinner business.

--The second component of the dinner business (although in general this component is smaller in the expensive restaurants) is a customer who is out for the pleasure of "not having to cook."

This is a more value-conscious customer, and this person has relatively high expectations of all the basic restaurant performance criteria.

In order to accommodate this business more, it might be advantageous to develop the reputation of offering each night a few relatively moderately priced specials that include extras like soup or salad and a dessert. Alternatively, "early bird" specials could attract the diner who comes in for "A Nice Meal Out."

--A quite small proportion of the dinner business in the more expensive sit-down restaurants depends on people in the "Making Sure...." decision mode. Location convenience has a great deal to do with attracting this type of business, which in that case tends to come from relatively upscale customers.

D. Dinner At Moderately Priced Sit-down Restaurants

This section describes detailed findings on dinner occasions that occurred at the more moderately priced restaurants where the typical expenditure is less than $10 per person. (See the details in Table 10.)

1. Nature Of The Decision Making.

The occasions reported in this section are quite varied. A variety of decision scenarios are apparent, and the restaurant types chosen suggest that these establishments accommodate a varied range of dinners and customers.

The most common decision scenario is the one called "A Nice Meal Out." In these situations customers are fairly evenly split between decisions that occur quite spontaneously (within one hour of the dinner) and those that were decided on more in advance. The choice of restaurant depends on basics like food quality, friendly service and cleanliness. In addition, value and convenience of the restaurant are important factors as well.

The customer in this situation is not as upscale as the customer of the more expensive sit-down restaurant.

Table 10

Dinner At A Sit-Down Restaurant (Under $10 Per Person)

		Decision Scenarios	
	Total (N=896)	A Nice Meal Out (N=333)	A Fun Time (N=221)
When Decided			
Less than one hour in advance	44%	40%	29%
Same day	36	43	39
Day or more in advance	20	17	32
Length (in minutes)	60	59	67
Avg. party size	3.6	3.2	4.6
Coupon used	10%	10%	5%
Top Four Restaurant Types			
American	10%	10%	10%
Steak	9	7	12
Fish/seafood	9	9	10
Other ethnic	8	7	12
Five Most Important Restaurant Attributes:		*Food quality *Cleanliness *Value for the money *Friendly service *Convenience	*Food quality *Nice place *Friendly people *Cleanliness *Value for the money
Marital Status			
Single	8%	5%	11%
Married	77	75	76
Widowed/divorced	15	19	14
Occupation			
White collar	33	25	36
Blue collar	36	36	38
Other	31	39	26
Income			
Under $30,000	50%	57%	54%
Over $30,000	50	43	46

(Continued)

Table 10 (Continued)

Dinner At A Sit-Down Restaurant
(Under $10 Per Person)

	Decision Scenarios		
	Making Sure... (N=132)	Easiest Thing Available (N=121)	A Craving (N=86)
When Decided			
Less than one hour in advance	56%	68%	51%
Same day	29	24	37
Day or more in advance	15	8	11
Length (in minutes)	58	53	56
Avg. party size	4.0	2.9	2.9
Coupon used	12%	14%	19%
Top Four Restaurant Types			
American	11%	12%	5%
Steak	11	5	13
Fish/seafood	8	5	12
Other ethnic	5	5	8
Five Most Important Restaurant Attributes:	*Convenience *Price range *Food quality *Value for the money *Nice place	*Convenience *Price range *Value for the money *Speed of service *Food quality	*Food quality *Price range *Value for the money *Fresh food *Convenience
Marital Status			
Single	14%	8%	4%
Married	72	84	85
Widowed/divorced	14	8	12
Occupation			
White collar	41	41	36
Blue collar	41	25	33
Other	18	34	31
Income			
Under $30,000	43%	38%	41%
Over $30,000	57	62	59

The second most common decision scenario for the moderately priced sit-down restaurants is "A Fun Time." The fun here can represent going to an ethnic restaurant. A "Nice (or interesting) place to go "becomes a relatively important attribute. These events tend to be decided more in advance than the other dinner occasion occurring at moderately priced restaurants.

On the other hand, moderately priced restaurants do serve the purpose of "Making Sure Everyone Is Getting Something To Eat," and being the "Easiest Thing Available." To accommodate this business, the convenience and the price range of the restaurant are important factors in attracting customers who, in these situations, make their decision more impulsively. Speed of Service is especially important for the person who comes in because the restaurant represents the Easiest Thing Available.

Finally, the moderately priced restaurants attract customers in the "Craving" decision mode. (Seafood and Steak places are relatively important in this situation.) Reputation for food quality and freshness, as well as convenience, the proper price range and value are important to attract the customer.

Those who are using the moderately priced restaurants in somewhat more impulsive decision modes are relatively more upscale than the people who are using the restaurants at this price level for "A Nice Meal Out" and "A Fun Time."

2. Implications For The Restaurant Operator.

The operator of the moderately priced sit-down restaurant needs to be especially sensitive to the differences between the customer who comes in for "A Nice Meal Out" and even for "A Fun Time" on the one hand, and the customer who comes in out of more convenience driven needs, notably those who come in "Making Sure Everyone Is Getting Something To Eat" and those who feel in need of the easiest thing available.

For the slower, more leisurely dining customer it is important to offer value by doing the basics right (food quality, friendly service), so that the customer feels he or she is getting value. Their decision to "not cook" should be reinforced by well paced friendly service generating the feeling of being "taken care of."

For the more hurried dinner customer, the price range of the restaurant is an important selection criteria, as is speed of service to the extremely convenience oriented customer.

The restaurant that has a significant proportion of the relatively more convenience oriented dinner customer should take care to leave an overall impression of prices that are moderate, or to develop a list of moderately priced dinner specials that such customers will come to expect.

Another consideration for accommodating the more convenience-oriented dinner customer might be to develop a salad or soup and appetizer buffet table so that customers get the feeling of relatively rapid progress of their meal early on during their visit.

E. Dinner At Self-Service Establishments

In this section we describe more detailed findings on the dinner occasions that took place at self-service cafeterias and buffets. (See Table 11).

1. The Nature Of Decision Making.

This type of dinner occasion is not nearly as common as the two described so far. The typical user of self-service cafeteria/buffet establishments is relatively older, and has a moderate income. Blue collar occupations are more typical than white collar occupations. In addition, many of the users are retired folks.

The most typical decision scenario for dinner at these places is "A Nice Meal Out." Food quality, variety and freshness are important in attracting the customer in this decision mode, as well as value and cleanliness.

The second most common decision scenario for the dinner customers of self-service establishments is "A Fun Time." This customer spends more time and made his decision to come earlier, but rates the same selection criteria as being most important, except that "A nice place to go to" is also important.

Table 11

Dinner At A Self-Service Cafeteria Or Buffet

		Decision Scenarios	
	Total (N=342)	A Nice Meal Out (N=138)	A Fun Time (N=67)
When Decided			
Less than one hour in advance	40%	40%	15%
Same day	37	42	37
Day or more in advance	23	18	48
Length (in minutes)	55	56	70
Avg. party size	4.1	3.2	6.7
Coupon used	11%	10%	3%
Top Four Restaurant Types			
American	38%	33%	33%
Steak	30	36	32
Fish/seafood	10	7	16
Other ethnic	8	10	2
Five Most Important Restaurant Attributes:		*Cleanliness *Value for the money *Food quality *Variety *Fresh food/ ingredients	*Food quality *Variety *Fresh food *Nice place to go *Cleanliness
Marital Status			
Single	7%	6%	6%
Married	73	71	78
Widowed/divorced	20	23	16
Occupation			
White collar	29%	25%	25%
Blue collar	36	35	42
Other	35	40	33
Income			
Under $30,000	53%	61%	51%
Over $30,000	47	39	49

2. Implications For The Restaurant Operator.

The dinner customer of cafeterias and buffets is an older customer who comes in a majority of the time for "A Nice Meal Out." He or she looks for value.

They have come to expect quality, freshness and variety and to keep them coming, it will be necessary to maintain the image of variety and quality.

Cleanliness is rated as the highest selection criteria by these people, and it is logical that much of the "quality" impressions among these dinner customers derive from a spotless service area and a clean, orderly dining room.

F. Ate Dinner At A Fast Food Restaurant

In this section we will focus on the detailed findings available on dinner occasions that took place at fast food restaurants. (Table 12).

1. The Nature Of The Decision Making.

The majority of these dinners are decided on in the hour preceding the dinner itself. The most common decision scenario is "The Easiest Thing Available." This decision could be made before one gets home from work, school or the day care center where the child was picked up.

Two other scenarios occur: One which is quite similar to the "Easiest Thing Available" scenario, is "Making Sure Everyone Is Getting Something To Eat." The other decision scenario that applies to eat-in dinner occasions at fast food restaurants is "A Nice Meal Out." Here the decision maker uses the fast food dinner as a convenient way for not having to cook. Customers who use fast food places for this purpose tend to have lower incomes than others.

The person who chooses a fast-food place for eat-in dinner rates speed of service and convenience as the most important selection criteria. Other important factors are cleanliness, the right price range and value.

Table 12

Dinner At A Fast Food--Stayed To Eat It There

		Decision Scenarios		
	Total (N=696)	Easiest Thing Available (N=281)	A Nice Meal Out (N=160)	Making Sure... (N=127)
When Decided				
Less than one hour in advance	69%	78%	61%	68%
Same day	26	18	38	22
Day or more in advance	5	4	1	10
Length (in minutes)	35	33	38	35
Avg. party size	3.0	2.9	2.9	3.1
Coupon used	17%	15%	20%	19%
Top Four Restaurant Types				
Hamburger	55%	69%	46%	49%
Family/Gen. Menu	7	4	12	6
Sandwich	7	7	8	4
Fish/Seafood	6	4	8	7
Five Most Important Restaurant Attributes:		*Speed of service *Convenience *Price range *Cleanliness *Value for the money	*Cleanliness *Value for the money *Convenience *Food quality *Speed of service	*Kids like it *Convenience *Price ranges *Speed of service *Hours they'r open
Marital Status				
Single	8%	8%	5%	9%
Married	79	80	77	80
Widowed/divorced	14	11	18	11
Occupation				
White collar	34%	42%	24%	33%
Blue collar	38	33	42	39
Other	28	25	34	28
Income				
Under $30,000	53%	46%	63%	53%
Over $30,000	47	54	37	47

The person who chooses a fast food place for eat-in dinner "Making Sure Everyone Is Getting Something To Eat" also rates speed of service, convenience and price range among the most important selection criteria. However, this person rates "Kids must like it" as the most important selection criteria. This suggests that when one chooses to eat out with a child in these harried circumstances it is important that the child is cooperative and pleased. "Hours that they are open" is another important characteristic for people making sure that everyone is getting something to eat.

The customers who come for dinner to a fast food place for "A Nice Meal Out" also rate convenience and speed of service as important selection factors. Cleanliness is their highest priority, while value and food quality are also high on their list. (Note that food quality is not among the top five criteria for those who want the easiest thing or are making sure everyone is getting something to eat.)

2. Implications For The Fast Food Restaurant Operator.

Convenience and having the reputation for speed of service are extremely important in supporting the eat-in dinner customer of fast food restaurants. Cleanliness appears to be a crucial factor as well.

It is important to realize that the customer who comes in because this dinner represents the easiest thing available is making a compromise where speed, convenience and the price range of the place represent the true value to the customer. Quality of the food is, of course, also important, but not to the degree as with other types of dinner occasions. Cleanliness of the dining room reinforces this customer in the decision to eat on-premise for dinners at fast food restaurants.

The customer who comes in "Making Sure Everyone Is Getting Something To Eat" has essentially the same requirements of fast service, convenience and prices. Yet, this person is in particular sensitive to children being pleased with this choice of restaurant. In fact, the child may have suggested the restaurant as a place for dinner.

In this case there is an opportunity to appeal directly to children, for example with a special dinner combination, or by including a dessert or a treat with the children's meals; also, special prices for children and "Kids Eat Free" will be attractive to this customer.

The customer who comes to fast food places for dinner in the "A Nice Meal Out" decision mode is relatively down scale. In order to give this person a sense of value it may be important to offer some "All You Can Eat" options, such as afforded by a soup and salad bar or a food bar.

G. Carry-Out Dinners (From Fast Food Places And Restaurants)

This section describes the detailed findings on the dinner occasions which involved the purchase of food at a tableservice or fast food restaurant, in which the food was carried out and eaten elsewhere.

About two-thirds (64%) of these occasions involved carry-out from fast-food establishments, and one-third from sit-down restaurants.

Table 13 shows the various types of restaurants that accounted for these occasions.

Table 13

Restaurant Types For Carry-Out Dinners From Fast-Food And Sit-Down Restaurants

	Total (N=755)	Fast-Food (N=493)	Sit-Down (N=272)
Pizza	23%	18%	34%
Hamburger	21	32	2
Chicken	15	20	7
Oriental	12	5	25
Fish/Seafood	5	5	5
Italian	5	2	10
Family/General Menu	4	3	6
Sandwich	4	5	2
Other Ethnic	3	2	3
American	2	3	1
BBQ	2	2	3
Other	4	3	2

Table 14 shows the detailed findings on carry-out occasions for different decision scenarios.

Table 14

Carry-Out From Restaurant
Or Fast Food Place

		Decision Scenarios	
	Total (N=755)	Easiest Thing Available (N=236)	A Craving (N=232)
When Decided			
Less than one hour in advance	61%	73%	52%
Same day	35	23	43
Day or more in advance	4	4	5
Length (in minutes)	28	25	32
Avg. party size	3.1	2.9	3.2
Coupon used	22%	18%	20%
Major Restaurant Types			
Pizza (All)	23%	18%	26%
Hamburger (Fast-Food)	21	36	11
Chicken (Fast-Food)	13	16	11
Oriental (Sit-down)	9	3	16
Italian (Sit-down)	4	4	9
Fish/Seafood (Fast-Food)	3	1	4
Five Most Important Restaurant Attributes:		*Convenience *Speed of service *Price range *Food quality *Value for the money	*Food quality *Speed of service *Convenience *Price range *Fresh food/ ingredients
Marital Status			
Single	10%	12%	11%
Married	76	73	75
Widowed/divorced	14	15	13
Occupation			
White collar	42	47	42
Blue collar	34	31	37
Other	24	22	21
Income			
Under $30,000	47%	44%	41%
Over $30,000	53	56	59

(Continued)

Table 14 (Continued)

Carry-Out From Restaurant Or Fast Food Place

	Decision Scenarios	
	Making Sure... (N=139)	A Nice Meal Out (N=104)
When Decided		
Less than one hour in advance	60%	60%
Same day	36	34
Day or more in advance	4	6
Length (in minutes)	26	30
Avg. party size	3.4	3.2
Coupon used	31	23
Major Restaurant Types		
Pizza (All)	30%	18%
Hamburger (Fast-Food)	18	11
Chicken (Fast-Food)	11	11
Oriental (Sit-down)	6	10
Italian (Sit-down)	3	4
Fish/Seafood (Fast-Food)	3	10
Five Most Important Restaurant Attributes:	*Kids like it *Convenience *Speed of service *Food quality *Price range	*Food quality *Convenience *Cleanliness *Value for the money *Speed of service
Marital Status		
Single	7%	9%
Married	81	77
Widowed/divorced	12	14
Occupation		
White collar	43	29
Blue collar	36	31
Other	20	40
Income		
Under $30,000	46%	62%
Over $30,000	54	38

1. Nature Of The Decision Making.

Decisions to get carry out food are made in a variety of scenarios, but the majority of them are made quite close in time to the actual ordering. Coupons are used relatively often for carry-out dinners.

Also, a variety of restaurant types cater to the needs of the carry out dinner customer, and the choice of food (or restaurant type) relates to the type of decision scenario involved.

The two most common decision scenarios for carry out dinners are "The Easiest Thing Available" and "A Craving."

--Dinners decided on as "The Easiest Thing Available" tend to be carried out from Hamburger places, followed by pizza and chicken places.

For these dinners the most important restaurant attributes reported were speed of service, convenience, the price range, value and food quality.

--On the other hand, dinners decided on due to "A Craving" were carried out primarily from Oriental places and Pizza places.

In these cases Food quality and freshness of the food and ingredients were cited as important decision factors. In addition, speed of service, convenience and price range were cited here as well. (Value for the money is not in the top five attributes here).

Carry-out dinners may also serve the person in the "Making Sure Everyone Is Getting Something To Eat" decision mode. Pizza, hamburgers and chicken are bought in these situations. Aside from the expected convenience-related selection criteria the most important attribute in this case is "Kids Like It." For these dinners a relatively high proportion of customers used coupons.

Finally, some carry-out dinners are decided on as "A Nice Meal Out," especially by relatively down-scale customers. Chicken, pizza and oriental food are chosen most often in these circumstances.

2. Implications For The Restaurant Operator.

Carry-out dinner food that is bought as "The Easiest Thing Available" represents an important portion of this dinner business. This decision is made in almost all cases very shortly before the actual food purchase. Convenience of the location, a drive-up window and the absence of lines may all contribute to this level of decision making.

Carry-out dinners that are made in response to "A Craving" do not happen as much as last minute decisions. While this is still a convenience-oriented customer, the real selection criteria the consumer uses are involved with food. Therefore, establishing the reputation of offering quality food made with fresh ingredients is especially important in these cases. While the questionnaire did not have an attribute rating scale that read "Ready when promised," it is safe to assume that this is what the respondents meant when rating "Speed of Service" as being extremely important.

Convenience for carry-out customers also means that one does not have to travel far with the food, so that it will not get cold.

Coupons and other discounts appear to be a definite factor in all the dinner decisions regarding carry-out places.

H. Dinners That Were Delivered

This section describes the detailed data available on delivery dinner occasions. (See Table 15).

Practically all the dinner delivery occasions that were reported in this study involved pizza from either pizza places or Italian places. A few mentions of Oriental restaurants are included. However, the role of pizza is so dominant in these occasions that for practical purposes the data here reflect pizza occasions.

Coupon usage in these delivery occasion is very high -- which is probably more a reflection of the competitive nature of the pizza category as a whole than that it relates especially to delivery.

1. The Nature Of The Decision Making.

Three different decision scenarios are prevalent for delivery occasions: "A Craving," "Making Sure..." and "The Easiest Thing Available."

All three of these decision types tend to occur only a short time in advance of the actual order, especially the "Easiest Thing Available" decision.

Table 15

Dinner Food Was Delivered

		Decision Scenarios		
	Total (N=268)	A Craving (N=96)	Making Sure... (N=77)	Easiest Thing Available (N=58)
When Decided				
Less than one hour in advance	66%	63%	64%	80%
Same day	30	33	34	18
Day or more in advance	4	3	3	2
Length (in minutes)	31	36	28	25
Avg. party size	3.3	3.1	3.4	3.3
Coupon used	44%	46%	50%	42%
Major Restaurant Types				
Pizza	77%	75%	84%	86%
Italian	8	9	9	3
Oriental	4	5	1	2
Five Most Important Restaurant Attributes:		*Food quality *Speed of service *Price range *Fresh food/ ingredients *Consistency	*Speed of service *Food quality *Kids like it *Special deals/ coupons *Fresh food/ ingredients	*Speed of service *Food quality *Price range *Consistency *Value for the money
Marital Status				
Single	13%	14%	14%	10%
Married	72	75	71	68
Widowed/divorced	15	12	14	21
Occupation				
White collar	47%	42%	54%	59%
Blue collar	33	35	31	32
Other	20	24	15	9
Income				
Under $30,000	45%	54%	40%	31%
Over $30,000	55	46	60	69

In all three types of decisions the "speed of service" and "food quality" are among the most important attributes of the place from which one ordered the dinner.

--For those making a "Craving" decision the other attributes most important are "fresh food/ingredients," "price range" and "consistency."

--Those who made a "Making sure..." decision also cited "fresh food/ingredients as most important, along with "kids must like it" and "special deals/coupons."

--When the delivery involved the decision scenario of "The Easiest Thing Available" price range, value for the money and consistency were cited as especially important.

2. Implications For The Restaurant Operator.

It would have been tempting to predict that ordering delivery involved mostly the decision scenario of "Easiest Thing Available." That this did not occur is of interest. Only a minority of the delivery users rated their decision as "Easiest Thing Available" and they are a very upscale group of customers.

In most cases, the delivery customer needed an "extra" reason (beyond convenience) to place the order: either a craving for a certain type of food, or the type of complex circumstances that made the decision "Making Sure Everyone got something to Eat" relevant.

The future of delivery of restaurant prepared dinners must be seen in the context of these findings:

--successful delivery must appeal to the mood of craving, or

--must "solve" the riddle of "making sure everyone is getting something to eat" which, as we have seen, is a situation in which the tastes and preferences of children are taken seriously, as one does not want the hassles of an uncooperative child in such complex circumstances.

The fact that "consistency" emerges as a relatively important selection criteria for delivery occasions is noteworthy. By ordering food over the phone there is relatively little recourse, and consumers appear to prefer the outlets for delivery upon which they feel they can depend for getting a consistent product.

Finally, "speed of service" is rated of high importance for all delivery dinner occasions. This suggests that delivery customers are relatively impatient and prefer to get their delivery as soon as possible.

I. Freshly Prepared Food For Dinner Purchased In Grocery Stores Or Delis

In this section we will describe the detailed findings on the dinner occasions that involved the purchase of freshly prepared dinner food at retail, when the food was eaten the same day. (See Table 16).

1. Nature Of The Decision Making.

A key element in the decision making for this type of food purchase is that it is not necessarily made right before the meal itself. Obviously, many of these decisions occur relatively early in the evening, after work when people visit the grocery store.

The most important decision scenario is "A Craving" which suggests that the visual appeal and quite possibly the aromas of the food being prepared in the grocery store provide the main impetus for the decision. Also at that time the second most common decision scenario, "The Easiest Thing Available" may come into play. In both these cases it appears likely that the decision making occurs in the grocery store before people have actually considered using a restaurant or fast food place for dinner.

The most important characteristics of the store that contributed to these decisions are Convenience, Food Quality, Freshness of the Food, and also the price range of the prepared food, which is apparently quite moderate for the amounts purchased.

Table 16

Freshly Prepared Food Purchased In A Grocery Store Or Deli

		Decision Scenarios	
	Total (N=342)	A Craving (N=113)	Easiest Thing Available (N=88)
When Decided			
Less than one hour in advance	56%	54%	61%
Same day	37	38	34
Day or more in advance	8	8	4
Length (in minutes)	32	30	30
Avg. party size	2.9	2.8	3.0
Coupon used	8%	12%	4%
Outlet Types			
Supermarket	83%	79%	90%
Deli	14	20	5
Convenience store	3	1	5
Five Most Important Outlet Attributes:		*Food quality *Fresh food/ ingredients *Speed of service *Convenience *Price range	*Convenience *Food quality *Speed of service *Fresh food/ ingredients *Price range
Marital Status			
Single	13%	12%	9%
Married	66	66	70
Widowed/divorced	22	21	20
Occupation			
White collar	38%	34%	48%
Blue collar	32	41	29
Other	30	24	23
Income			
Under $30,000	53%	55%	40%
Over $30,000	47	45	60

(Continued)

Table 16 (Continued)

Freshly Prepared Food Purchased In A Grocery Store Or Deli

	Decision Scenarios	
	A Nice Meal Out (N=60)	Making Sure... (N=51)
When Decided		
Less than one hour in advance	52%	58%
Same day	38	38
Day or more in advance	10	4
Length (in minutes)	34	35
Avg. party size	2.6	3.0
Coupon used	6%	12%
Outlet Types		
Supermarket	71%	90%
Deli	26	4
Convenience store	2	6
Five Most Important Outlet Attributes:	*Cleanliness *Food quality *Convenience *Value for the money *Speed of service	*Convenience *Fresh food/ ingredients *Speed of service *Food quality *Hours they are open
Marital Status		
Single	15%	18%
Married	60	61
Widowed/divorced	25	22
Occupation		
White collar	26	47
Blue collar	24	32
Other	50	21
Income		
Under $30,000	67%	45%
Over $30,000	33	55

The other two decision scenarios that are common for purchases of prepared food at retail are "A Nice Meal Out" -- a way to avoid having to cook-- and "Making Sure (that everyone is getting something to eat)." In these cases one may have considered buying fast food or restaurant prepared dinner, but the grocery store food won out, because of convenience and speed of service. For the "Making Sure..." decision, the hours that the store is open also contributed to the decision.

2. Implications For Restaurant And Fast Food Operators.

The competitive challenge of the retail sector in offering prepared dinner food is emphasized by the fact that these purchases seem to be made quite impulsively and that decision making for many of these occasions will occur before one has had a chance to consider going out. Visual display of the food in the retail establishment plays a key role in generating interest in the food.

Part of the occasions appear to be coming from relatively down-scale consumers who probably would not have been tempted as easily to get restaurant prepared food for dinner. On the other hand, two of the decision scenarios are accounted for by relatively upscale consumers who, in similar circumstances might have opted for carry out or delivery from a restaurant.

The smart grocery store operator would conclude from the data presented here that strong craving foods, like pizza, barbecue chicken and ribs, possibly oriental foods and certainly Italian favorites like lasagna should lend themselves well for presentation in the grocery store environment. Foods with strong visual appeal, like salad, appetizer and soup bars should also prove attractive in the grocery store context.

One possible strategy for a restaurant operator to counteract the appeal of ready foods in the retail environment is to offer prepared foods for carry-out that are available for oven or microwave heating at home, that can be purchased at a discount if picked up early in the day.

A second consideration for restaurants close to supermarkets is to attract attention to their food with signage, billboards or a marquee in order to create interest and a craving for the food before one is exposed to freshly prepared food in the grocery store itself.

SUMMARY TABLES

APPENDIX A

Table A-1

Distribution Of Dinner Occasions Across 30 Days

Dinner Was. . .	Total Dinner Occasions (N=41852)
At sit-down restaurant ($10+ per adult)	4.8%
At sit-down restaurant (under $10 per adult)	7.6
At self-service cafeteria, buffet	2.3
Fast food restaurant ate there	5.9
Carry-out from restaurant ate elsewhere	6.2
Food was delivered by restaurant	1.6
Freshly prepared food from supermarket or convenience/ deli store	2.8
Total	31.2
Did not have dinner at all	4.2
None Applies: i.e. Ate Home Prepared Food	64.5

Table A-2

Number Of Times Respondent Had Specific Dinner
Occasion In Past 30 Days
(Sit-Down Restaurant $10+)

	Total Answering (N=1395)	SEX Male (N=665)	 Female (N=730)
Sit Down Restaurant $10+ Cost Per Adult (Net)	51%	53%	48%
1	19	19	19
2	11	11	10
3-5	15	15	14
6+	6	7	5
Mean (among users)	2.9	3.0	2.8

	Age Under 30 (N=182)	 30-39 (N=331)	 40-49 (N=258)	 50-59 (N=226)	 60& Over (N=398)
Sit Down Restaurant $10+ Cost Per Adult (Net)	48%	52%	56%	55%	44%
1	20	23	19	20	14
2	10	13	11	11	9
3-5	13	11	19	17	14
6	4	4	6	8	6
Mean	2.6	2.4	3.1	3.3	3.1

Table A-2
(Continued)

Number Of Times Respondent Had Specific
Dinner Occasion In Past 30 Days
(Sit-Down Restaurant $10+)

	Total Answering (N=1395)	Marital Status		
		Married (N=1058)	Single (N=125)	Other (N=212)
Sit Down Restaurant $10+ Cost Per Adult (Net)	51%	50%	63%	42%
1	19	20	16	13
2	11	11	11	10
3-5	15	14	23	12
6+	6	5	13	7
Mean	2.9	2.7	3.9	3.2

	Income				
	Under $10,000 (N=204)	$10,000 -19,999 (N=273)	$20,000 -29,999 (N=260)	$30,000 -44,999 (N=325)	$45,000 & Over (N=333)
Sit Down Restaurant $10 + Cost Per Adult (Net)	30%	36%	43%	59%	71%
1	9	18	18	23	23
2	9	6	10	12	15
3-5	8	8	12	18	24
6+	4	4	3	6	10
Mean	2.9	2.5	2.4	3.0	3.2

Table A-2
(Continued)

Number Of Times Respondent Had Specific Dinner Occasion In Past 30 Days (Sit-Down Restaurant $10+)

		Market Size			
Sit Down Restaurant $10+ Cost Per Adult (Net)	Total Answering (N=1395) 50%	Under 50,000 (N=423) 41%	50,000-499,999 (N=285) 44%	500,000-1,999,999 (N=243) 49%	2,000,000 & Over (N=444) 65%
1	19	18	16	20	21
2	11	8	8	12	14
3-5	15	11	15	13	19
6+	6	4	4	4	10
Mean	2.9	2.6	2.7	2.5	3.3

Table A-3

Number Of Times Respondent Had Specific Dinner
Occasion In Past 30 Days
(Sit-Down Restaurant Under $10)

	Total Answering (N=1395)	SEX	
		Male (N=665)	Female (N=730)
Sit Down Restaurant Costing Under $10 Per Adult (Net)	66%	65%	66%
1	18	17	20
2	13	13	14
3-5	22	23	20
6+	12	12	12
Mean	3.5	3.5	3.6

	Age				
	Under 30 (N=182)	30-39 (N=331)	40-49 (N=258)	50-59 (N=226)	60& Over (N=398)
Sit Down Restaurant Costing Under $10 Per Adult (Net)	70%	65%	67%	67%	62%
1	26	22	19	15	13
2	15	14	14	15	12
3-5	20	19	24	24	22
6	9	10	10	14	15
Mean	2.9	3.1	3.3	3.9	4.2

Table A-3
(Continued)

Number Of Times Respondent Had Specific Dinner Occasion In Past 30 Days (Sit-Down Restaurant Under $10)

	Total Answering (N=1395)	Marital Status Married (N=1058)	 Single (N=125)	 Other (N=212)
Sit Down Restaurant Costing Under $10 Per Adult (Net)	66%	66%	60%	66%
1	18	19	13	20
2	13	13	18	12
3-5	22	23	14	20
6+	12	11	14	14
Mean	3.5	3.5	3.7	3.8

	Income Under $10,000 (N=204)	 $10,000 -19,999 (N=273)	 $20,000 -29,999 (N=260)	 $30,000 -44,999 (N=325)	 $45,000 & Over (N=333)
Sit Down Restaurant Costing Under $10 Per Adult (Net)	58%	58%	69%	70%	68%
1	17	15	22	22	15
2	14	10	14	11	18
3-5	18	18	25	24	22
6+	9	14	8	14	12
Mean	3.4	3.9	3.2	3.7	3.6

Table A-3
(Continued)

Number Of Times Respondent Had Specific
Dinner Occasion In Past 30 Days
(Sit-Down Restaurant Under $10)

Sit Down Restaurant Under $10 Cost Per Adult (Net)	Total Answering (N=1395) 66%	Market Size: Under 50,000 (N=423) 66%	Market Size: 50,000-499,999 (N=285) 67%	Market Size: 500,000-1,999,999 (N=243) 70%	Market Size: 2,000,000 & Over (N=444) 62%
1	18	20	18	22	15
2	13	14	13	10	16
3-5	22	22	24	21	20
6+	12	11	11	16	11
Mean	3.5	3.3	3.6	3.8	3.6

Table A-4

Number Of Times Respondent Had Specific Dinner Occasion In Past 30 Days (Self-Service Cafeteria/Buffet)

	Total Answering (N=1395)	SEX Male (N=665)	 Female (N=730)
Self-Service Cafeteria Or Buffet (Net)	26%	25%	27%
1	11%	10	12
2	6	6	6
3-5	6	6	7
6+	3	2	2
Mean	2.8	2.8	2.7

	Age Under 30 (N=182)	 30-39 (N=331)	 40-49 (N=258)	 50-59 (N=226)	 60& Over (N=398)
Self-Service Cafeteria Or Buffet (Net)	22%	22%	25%	24%	33%
1	8	12	13	10	12
2	8	5	4	7	7
3-5	6	4	7	4	11
6	1	1	2	4	4
Mean	2.6	2.5	2.5	3.1	2.9

Table A-4
(Continued)

Number Of Times Respondent Had Specific
Dinner Occasion In Past 30 Days
(Self-Service Cafeteria/Buffet)

	Total Answering (N=1395)	Marital Status		
		Married (N=1058)	Single (N=125)	Other (N=212)
Self-Service Cafeteria Or Buffet (Net)	26%	25%	22%	35%
1	11	11	7	15
2	6	5	6	10
3-5	6	6	7	7
6+	2	2	2	4
Mean	2.8	2.8	2.8	2.7

	Income				
	Under $10,000 (N=204)	$10,000 -19,999 (N=273)	$20,000 -29,999 (N=260)	$30,000 -44,999 (N=325)	$45,000 & Over (N=333)
Self-Service Cafeteria Or Buffet (Net)	26%	26%	28%	26%	24%
1	7	9	11	14	13
2	8	7	6	5	4
3-5	8	6	8	6	5
6+	3	3	2	2	2
Mean	3.1	3.2	3.0	2.2	2.5

Table A-4
(Continued)

Number Of Times Respondent Had Specific Dinner Occasion In Past 30 Days (Self-Service Cafeteria/Buffet)

Self-Service Cafeteria Or Buffet (Net)	Total Answering (N=1395) 26%	Market Size Under 50,000 (N=423) 29%	50,000-499,999 (N=285) 29%	500,000-1,999,999 (N=243) 30%	2,000,000 & Over (N=444) 19%
1	11	13	10	14	8
2	6	7	6	8	4
3-5	6	6	10	6	4
6+	2	2	2	2	2
Mean	2.8	2.7	2.8	2.5	2.9

Table A-5

Number Of Times Respondent Had Specific Dinner Occasion In Past 30 Days (Fast Food--Ate There)

	Total Answering (N=1395)	SEX Male (N=665)	 Female (N=730)
Fast Food Restaurant--Ate Food There (Net)	52%	52%	52%
1	13	13	13
2	11	10	12
3-5	18	18	18
6+	8	9	8
Mean	3.4	3.5	3.4

	Age Under 30 (N=182)	 30-39 (N=331)	 40-49 (N=258)	 50-59 (N=226)	 60& Over (N=398)
Fast Food Restaurant--Ate Food There (Net)	66%	60%	52%	39%	42%
1	15	15	15	12	10
2	16	12	11	9	9
3-5	23	22	19	13	16
6	11	11	7	5	7
Mean	3.4	3.7	3.1	3.1	3.4

Table A-5
(Continued)

Number Of Times Respondent Had Specific
Dinner Occasion In Past 30 Days
(Fast Food--Ate There)

	Total Answering (N=1395)	Marital Status Married (N=1058)	Single (N=125)	Other (N=212)
Fast Food Restaurant--Ate Food There (Net)	52%	52%	46%	48%
1	13	14	10	12
2	11	11	10	12
3-5	18	20	18	14
6+	8	8	8	10
Mean	3.4	3.3	3.5	3.7

	Income				
	Under $10,000 (N=204)	$10,000 19,999 (N=273)	$20,000 29,999 (N=260)	$30,000 44,999 (N=325)	$45,000 & Over (N=333)
Fast Food Restaurant--Ate Food There (Net)	53%	48%	54%	54%	46%
1	11	12	13	14	14
2	14	10	14	10	10
3-5	21	16	20	24	13
6+	8	9	8	7	9
Mean	3.3	3.6	3.3	3.4	3.4

Table A-5
(Continued)

Number Of Times Respondent Had Specific Dinner Occasion In Past 30 Days (Fast Food--Ate There)

Fast Food Restaurant--Ate Food There (Net)	Total Answering (N=1395) 52%	Market Size: Under 50,000 (N=423) 55%	50,000-499,999 (N=285) 53%	500,000-1,999,999 (N=243) 55%	2,000,000 & Over (N=444) 43%
1	13	15	12	14	12
2	11	12	10	10	12
3-5	18	19	22	21	14
6+	8	9	9	9	6
Mean	3.4	3.4	3.4	3.6	3.3

Table A-6

Number Of Times Respondent Had Specific Dinner Occasion In Past 30 Days (Carry-Out From Restaurant)

	Total Answering (N=1395)	SEX	
		Male (N=665)	Female (N=730)
Picked Up Carry-Out Food From Fast Food Or Other Restaurant (Net)	59%	60%	58%
1	19%	21%	18%
2	13	14	13
3-5	17	16	17
6+	8	7	8
Mean	3.1	3.0	3.2

	Age				
	Under 30 (N=182)	30-39 (N=331)	40-49 (N=258)	50-59 (N=226)	60& Over (N=398)
Picked Up Carry-Out Food From Fast Food Or Other Restaurant (Net)	81%	69%	61%	50%	38%
1	24	20	19	21	16
2	15	18	13	12	9
3-5	27	20	19	14	8
6+	14	10	10	4	4
Mean	3.6	3.2	3.4	2.5	2.7

Table A-6
(Continued)
Number Of Times Respondent Had Specific Dinner Occasion In Past 30 Days
(Carry-Out From Restaurant)

	Total Answering (N=1395)	Marital Status Married (N=1058)	Single (N=125)	Other (N=212)
Picked Up Carry-Out Food From Fast Food Or Other Restaurant (Net)	59%	56%	66%	55%
1	19	21	18	12
2	13	13	14	15
3-5	17	16	17	20
6+	8	7	17	7
Mean	3.1	2.8	4.2	3.8

	Income Under $10,000 (N=204)	$10,000 -19,999 (N=273)	$20,000 -29,999 (N=260)	$30,000 -44,999 (N=325)	$45,000 & Over (N=333)
Picked Up Carry-Out Food From Fast Food Or Other Restaurant (Net)	48%	49%	56%	64%	62%
1	16	18	19	21	21
2	9	11	14	16	15
3-5	14	13	15	21	18
6+	9	8	8	6	8
Mean	4.0	3.1	3.0	2.9	3.0

Table A-6
(Continued)

Number Of Times Respondent Had Specific
Dinner Occasion In Past 30 Days
(Carry-Out From Restaurant)

Picked Up Carry-Out Food From Fast Food Or Other Restaurant (Net)	Total Answering (N=1395) 59%	Market Size: Under 50,000 (N=423) 54%	50,000-499,999 (N=285) 57%	500,000-1,999,999 (N=243) 58%	2,000,000 & Over (N=444) 59%
1	19	19	19	18	20
2	13	10	14	14	15
3-5	17	18	18	16	15
6+	8	7	6	9	9
Mean	3.1	3.2	3.0	3.2	3.2

Table A-7

Number Of Times Respondent Had Specific Dinner Occasion In Past 30 Days (Delivery)

	Total Answering (N=1395)	SEX Male (N=665)	 Female (N=730)
Had Dinner Delivered (Net)	22%	22%	21%
1	9%	8%	10%
2	6	7	5
3-5	5	4	5
6+	1	1	0
Mean	2.2	2.3	2.1

	Age Under 30 (N=182)	 30-39 (N=331)	 40-49 (N=258)	 50-59 (N=226)	 60& Over (N=398)
Had Dinner Delivered (Net)	37%	29%	27%	12%	7%
1	15	11	13	6	2
2	11	9	8	3	2
3-5	9	8	5	3	1
6+	2	1	1	0	1
Mean	2.2	2.2	2.1	1.8	2.8

Table A-7
(Continued)

Number Of Times Respondent Had Specific Dinner Occasion In Past 30 Days (Delivery)

	Total Answering (N=1395)	Marital Status Married (N=1058)	 Single (N=125)	 Other (N=212)
Had Dinner Delivered (Net)	21%	21%	31%	22%
1	9	9	12	8
2	6	6	11	7
3-5	5	5	4	6
6+	1	1	2	1
Mean	2.2	2.2	2.3	2.5

	Income Under $10,000 (N=204)	 $10,000 -19,999 (N=273)	 $20,000 -29,999 (N=260)	 $30,000 -44,999 (N=325)	 $45,000 & Over (N=333)
Had Dinner Delivered (Net)	19%	14%	21%	25%	23%
1	7	5	8	10	13
2	7	5	5	8	6
3-5	5	4	5	6	4
6+	0	0	3	1	1
Mean	2.1	2.2	3.0	2.2	1.8

Table A-7
(Continued)

Number Of Times Respondent Had Specific
Dinner Occasion In Past 30 Days
(Delivery)

		Market Size			
Had Dinner Delivered (Net)	Total Answering (N=1395) 22%	Under 50,000 (N=423) 14%	50,000-499,999 (N=285) 21%	500,000-1,999,999 (N=243) 25%	2,000,000 & Over (N=444) 24%
1	9	6	8	10	11
2	6	4	7	7	6
3-5	5	3	5	7	4
6+	1	1	0	1	2
Mean	2.2	2.3	2.2	2.2	2.2

Table A-8

Number Of Times Respondent Had Specific Dinner
Occasion In Past 30 Days
(From Supermarket Or Deli)

	Total Answering (N=1395)	SEX	
		Male (N=665)	Female (N=730)
Bought Freshly Prepared Food From Supermarket, Convenience Store or Deli (Net)	27%	25%	28%
1	10	9	12
2	6	6	6
3-5	7	7	8
6+	3	3	3
Mean	3.1	3.1	3.0

	Age				
	Under 30 (N=182)	30-39 (N=331)	40-49 (N=258)	50-59 (N=226)	60& Over (N=398)
Bought Freshly Prepared Food From Supermarket, Convenience Store, or Deli (Net)	31%	30%	26%	24%	24%
1	13	11	10	10	9
2	7	8	5	5	4
3-5	8	7	8	6	8
6	4	4	2	3	3
Mean	3.0	3.0	3.2	3.3	3.0

Table A-8
(Continued)

Number Of Times Respondent Had Specific Dinner Occasion In Past 30 Days (From Supermarket Or Deli)

	Total	Marital Status		
Bought Freshly Prepared Carry-Out Food From Supermarket, Convenience Store or Deli (Net)	Answering (N=1395)	Married (N=1058)	Single (N=125)	Other (N=212)
	27%	23%	36%	40%
1	10	10	10	14
2	6	5	8	8
3-5	7	6	10	12
6+	3	2	9	5
Mean	3.1	2.8	4.5	3.1

	Income				
Bought Freshly Prepared Carry-Out Food From Supermarket, Convenience Store or Deli (Net)	Under $10,000 (N=204)	$10,000 -19,999 (N=273)	$20,000 -29,999 (N=260)	$30,000 -44,999 (N=325)	$45,000 & Over (N=333)
	36%	23%	23%	25%	26%
1	13	8	8	12	10
2	6	6	5	5	7
3-5	14	6	7	5	7
6+	4	3	3	3	2
Mean	3.5	3.0	2.8	3.2	2.9

Table A-8
(Continued)

Number Of Times Respondent Had Specific Dinner Occasion In Past 30 Days (From Supermarket Or Deli)

Bought Freshly Prepared Carry-Out Food From Supermarket, Convenience Store, Or Deli (Net)	Total Answering (N=1395) 27%	Market Size Under 50,000 (N=423) 27%	50,000-499,999 (N=285) 29%	500,000-1,999,999 (N=243) 25%	2,000,000 & Over (N=444) 26%
1	10	9	12	9	11
2	6	6	7	6	5
3-5	7	9	7	7	6
6+	3	3	4	3	3
Mean	3.1	3.0	3.2	2.9	3.1

Table A-9

Lifestages Of The Users Of The Seven Dinner Occasions

Lifestage	Dinner Was At			
	Sit-Down Restaurant ($10+) (N=681)	Sit-Down Restaurant (Under $10) (N=893)	Self-Service Cafeteria/ Buffet (N=342)	Fast-Foo Restaurar Eat-In (N=672)
Young single (under 35)	3%	3%	2%	3%
Middle single (35-65)	8	8	8	7
Older single (over 65)	3	4	6	3
Young couple (under 45)	9	8	4	8
Working older couple (45+)	15	15	14	11
Retired older couple (45+)	13	14	20	12
Young parent (under 45, children under 6)	18	18	17	24
Middle parent (under 45, children 6 and over)	13	15	13	18
Older parent (45+, child at home)	15	14	13	14
Roommates (18 and over, same sex)	3	2	3	1

Table A-9
(Continued)

Lifestages Of The Users Of The
Seven Dinner Occasions

Lifestage	Dinner Came From Carry-Out From Restaurant (N=729)	Delivered (N=250)	From Supermarket/ Deli (N=320)
Young single	4%	6%	4%
Middle single	6	8	10
Older single	3	2	4
Young couple	10	11	9
Working older couple	10	6	11
Retired older couple	9	3	12
Young parent	24	32	19
Middle parent	18	15	14
Older parent	15	13	15
Roommates	2	3	2

Technical Description Of The Study Methodology

Appendix B

A Description Of The Methodology Used In This Study

The sample of this study consisted of 2000 members of the National Family Opinion mail panel, equally divided between men and women in age ranges and with a geographic dispersion to represent the US adult population (age 21 and over). A total of 1395 questionnaires were returned and included in our analysis. The 1395 responses were again balanced to reflect the US adult population as a whole.

As indicated at the beginning of the report, a number of assumptions were made in using the questioning approach:

--Respondents described in detail only their most recent occasion for each of the different types of dinner occasions listed. If they had more than one such occasion in the past 30 days, we assumed that the other occasions of the same type are similar in nature. So, if a respondent reported having had an eat-in dinner at a fast food place three times in the past thirty days, we assumed that each of these events was similar in the sense of the number of people involved, the amount of money spent.

--Another assumption we made was that different types of occasions are equally memorable. We have no way of estimating whether dinner occasions in a sit-down restaurant are as memorable as the nights when one had a hurried carry out meal for dinner.

--The most important assumption we make is that we are dealing here with respondents' memories and estimates of events and represent them in our findings as actual behavior. It is important to keep in mind that the estimates are made by the respondents and not by us.

These assumptions were only made for the data we used to make estimates of total aggregate behavior across all thirty days. We did not attempt to make total market and dollar volume estimates related to the decision scenarios that were developed in our analysis. We suggest that the size and importance of the various decision scenarios in each of the different types of dinner occasions be used in a relative sense only.

The rating scales of one's mood at the time of the decision to eat out or order food, and the restaurant attributes ratings were analyzed in a variety of multivariate approaches.

The decision scenario analysis was based on a Cluster analysis of the ratings of individual occasions using the Singleton algorithm.

The idea behind cluster analysis is that the algorithm classifies all cases in separate groups in such a manner that -- taking all measures into account -- the between group variance is maximized and the within group variance is minimized. The algorithm divides the cases first into two groups, then three, then four and so forth.

The decision as to what constitutes the right number of clusters depends both on statistical considerations and analytic judgment as to what is the most productive and meaningful interpretation of the data.

The questionnaire used in this study was based on a series of focus groups conducted in the Fall of 1987. Study design and analysis were performed by Creative Research Associates, Inc. of Chicago, Illinois.

APPENDIX C

FOCUS GROUP REPORT

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INTRODUCTION

This was a qualitative study exploring how consumers make decisions to eat out, and what situations and motivations lead to what types of restaurant outlet and service mode choices.

The following topics were the focus of study:

--What is the process by which consumers decide among dining options?

--What elements go into making this decision, and what trade-offs are involved?

--How do these elements and trade-offs differ among people having different lifestyles, attitudes or different stages in their lives?

The overall purpose of this study was to provide Association members with a preliminary descriptive view of consumer decision-making processes. In addition, this study is intended to lay the groundwork for a quantitative follow-up research phase.

This study was based on six in-depth group interviews conducted among restaurant patrons ages 18-60 who had in the past two weeks...

--Visited a sit-down restaurant,

--Visited a fast food restaurant, and

--Had purchased a take-out meal from either a sit-down restaurant, a fast food restaurant, a supermarket, a deli or a convenience store, and at least one of these occasions had to have been for dinner.

All six groups had about an even mix of male and female respondents. In addition, the groups were varied by household composition and income:

--Two groups were with singles, one with singles having personal incomes under $20,000 and the other with respondents having incomes over $20,000;

--Two groups were with married persons who did not have children living at home; one of these groups had household incomes under $35,000, the other had household incomes of $35,000 or more;

--The final two groups were with married persons having at least one child under 18 living at home. These groups were also divided between one group with household incomes under $35,000 and the other with household incomes of $35,000 or more.

The interviewing was divided among three markets, Denver, Minneapolis, and Atlanta, and was conducted on September 14, 15, and 23 respectively. In order to sensitize the respondents to the subject of dinner decision making, the respondents completed a diary during the week preceding their interviews. In it they recorded details about each day's dinner, such as what was eaten, where it had been purchased, who ate together and at what time the decision to go to or call a place had been made (if one did not cook), and what activities preceded and followed dinner.

FINDINGS

A. A Prologue On "Spontaneity"

Engaging people in a discussion of the decision process about dinner, inevitably leads people to the view that such decisions usually are made very spontaneously, at the last minute, and that very few decisions are made well in advance. In other words, very few dinners, one feels, are "planned."

The theme that much of day-to-day life is becoming less and less "planned" is a common one; people are busier than ever, doing more and more things with their time. It is not surprising, then, that their dinner is often getting little time, and that planning for dinner is becoming rarer and rarer.

Maybe, some day, some great sociologist will observe that a major development in the latter part of this century is the fact that we are learning to do more and more within the fixed 24-hour day time-span, not necessarily just in terms of productive work, but also in terms of a variety of pursuits of personal interests. In other words, if the general trend in society is that people do more and more things, they have less and less time to plan.

Many service industries, the foodservice in particular, make it possible for people not to have to plan for a meal. Moreover, advancements in this industry, like the added convenience of drive-up windows at more and more fast food outlets and the rapid growth of delivery service, especially in the pizza category, show that the added conveniences in the foodservice industry are highly relevant to many people's lives today.

Yet, upon review of our group discussions about dinners at home vs. foodservice provided dinners it became apparent to us that there are distinct differences between how people talk about their dinners in general. We infer that the entire event of "dinner" has different symbolic meanings for different people.

In fact, we believe that there is a continuum....

--From, on the one hand, those who take a quite "traditional" view of dinner and routinely devote predictable amounts of time to the ritual of their dinners,

--To, on the other hand, those who don't display any routinized dinner behavior; they don't even have "dinner" every day. They behave much less predictably; one day they may eat a meal as a dinner, but the next day they may just "graze" at a bar and not eat any "dinner," while on the next day again they may skip dinner and simply eat a bowl of popcorn.

We found that either type of dinner orientation (traditional or unpredictable) leads one to making "spontaneous" dinner decisions. However, the people with the more traditional view of dinner appear to have fewer dinner behavior options than those who display the more carefree and unpredictable behavior. As a result, it becomes important to consider that different people make decisions about dinner from a narrower or a wider range of dinner options and, thus, the process of decision making can be very different depending on how many behavior options a person has.

We begin this report, therefore, by describing a number of examples of people at different stages on this "traditional" vs. "unpredictable" dinner continuum. Following that we will describe what type of dinner decisions relate to their typical behavioral options both at home and away from home.

Further analysis will then let us show how these dinner decisions relate to foodservice attributes and then we can start to show how the foodservice operators can tap into these decision processes.

B. Examples Of People Having Different Orientations To "Dinner"

1. The "Traditional" Family Person

A person who has a "traditional" view of dinner is, for example, a mother of younger children in one of our Atlanta group interviews:

--She is a homemaker.

--Sees her role as provider for her family.

--Cooks a dinner most evenings.

--Values the moment of family-togetherness that dinner can provide, or

--Lets the children eat before she and her husband sit down to their dinner, in order to have some time together.

This person is not likely to forget about dinner, or to let it get so late that she doesn't feel like dinner any more. Dinner time is predictable in her life.

When she goes out, she goes out to be served, for "not having to cook." Going out for dinner means, in other words, that she seeks the dinner-experience without having to be a provider.

Men, in families such as these, expect to find dinner at home and, thus, they can arrive home routinely at fairly regular hours. Men with working wives describe that they, too, may be playing the provider role and doing the cooking if they come home before their wives do.

Dinner decision-making, in other words, evolves around "who does the cooking" and "do I (does she) need a break from cooking?" "Did I (did she) deserve a treat tonight?"

2. The Contemporary Family

The contemporary family is exemplified by the couple who both work and have two school-age children.

In these households the likelihood that all will be able to sit together and share a dinner is not a routine matter.

Moreover, these families seem busier...

--Not only do the children attend a variety of after school activities (like soccer practice, clubs and music lessons),

--The parents may be going to various places themselves after they eat (to classes, PTA meetings, exercise).

The meaning of "dinner" in this household is much less symbolic, much less one of the event of shared time, and more one of "making sure everyone gets something to eat."

The woman in this household does cook at times, or she says "I ought to cook more often than I do." The point is she can rather easily be talked out of cooking.

Yet, with all the activities going on in this household we can see that there are clearly fixed patterns in the household's way of providing. To the extent that they involve no cooking or reheating of leftovers we see patterns such as . . .

--Carry-out food bought on the way home,

--Stopping at inexpensive sit-down restaurants on the way to or after activities,

--Delivery (mostly of pizza).

Often, conveniences such as these are needed because only one of the two parents will be home.

All in all, the parents often show greater concern about their children eating a "proper" meal than about what they eat themselves.

Much of this household's decision-making evolves around making sure everyone gets something to eat. In addition, there is also some decision-making around cooking and getting a break from cooking, but this is much more secondary in this household.

3. The Unpredictable Couple

Imagine in this role an "empty nester" couple. They both work. She always used to cook but has lost interest in it. He can "take or leave" her cooking. On weekends she may cook for fun, but during the week she can think of better things to do with her time.

A couple such as this acts very carefree about eating dinner. We hear comments like "I get home, see what there is in the refrigerator. It doesn't look interesting so I say: Let's go out."

These people often say they have many places to choose from for eating out. Often they may stop to eat on the way home from work. In that case, the decision to eat out, as well as where they will eat, is usually made in the car. When they're tired and don't care to be out they may carry out fast food or have prepared food delivered.

The dinner decision evolves primarily around the question: What are you (or am I) in the mood for? And want don't you feel like?

This type of mood often leads to eating out and avoiding the trouble of cooking, dirty dishes and leftovers.

The variety of dinner behavior options relates to the variety of places this type of person seeks out.

4. The "Play It By Ear" Single

This person, on an average might, let hunger and circumstances determine what he has to eat. He doesn't call this dinner; he talks about eating or grabbing a bite of something. It can be early or late, he can be alone or with others, can be out or in. There is no routine. He has many dinner behavior options and often "plays it by ear."

This type of person, especially when alone, may not see a reason to eat dinner. He may have had lunch, and not feel hungry at all (he says). So, he eats cheese and crackers, or popcorn, or a salad.

So, much of dinner decision-making with this person evolves around the question: "How hungry am I?" But, in addition, there are dinner decisions for social reasons: Being together with a friend or friends can lead to a "What are you (or we) in the mood for?" type of decision.

Finally, the single person may say that he sometimes deserves a meal, almost like a reward. In this case his decision making takes on the character of the "Did I deserve a reward?" decision.

All in all, the example of the single person suggests that he (or she) shows the greatest number of options and variety in dinner behavior.

5. Dinner Decisions Vis-A-Vis Foodservice

In describing the examples of people relating in various ways to the meaning of "dinner" we have identified four different dinner decision questions which appear to start off dinner decision making:

--Do I (does she) deserve a reward/treat?

--Is everyone getting something to eat?

--What are you in the mood for?

--How hungry am I?

The frequency with which these decision questions occur vis-a-vis foodservice-provided dinners can be hypothesized for each of the four examples we have described:

Dinner Decision Question:	Traditional Family	Contemporary Family	Unpredictable Couple	Play it By Ear Single
Do I (does she) deserve a reward or treat?	Once every 2-4 weeks (1)	Once every 2-4 weeks (2)	Once a month	1-2 times a month
Is every one getting something to eat?	Several times a year (2)	1-2 times a week (1)	--	--
What are you in the mood for?	Rarely (3)	Several times a (3)	1-3 times a week (1)	Once a week (2)
How hungry am I?	--	--	1-2 times a month (2)	2-4 times a week (1)

At this point these frequency rankings are hypothesized. Yet, they suggest that there is a fairly dramatic contrast between the dinner decision processes of different types of people when it comes to foodservice-provided dinners:

--The "Traditional Family" people related to dinner as a meal, and an event. A foodservice dinner is, to them, a meal out. The meaning of such a meal is a treat or a reward (or both). Not having to cook is its major value.

If pressed for time, or energy, the traditional family may resort to a "Is every one getting something to eat" decision, but this is clearly an emergency, or infrequent situation.

And the spontaneity of "What are we in the mood for" may happen occasionally, but, again, this is more the exception than the rule, a sudden "escape" from the routine of dinners.

--The "Contemporary Family" has to deal much more often with conflicting schedules, and needs to cope with time pressures at dinner time.

"No time to cook" and "being tired" are typical antecedents for making decisions on the level of "Is everyone getting something to eat." As we indicated before, these families have a range of recurring situations to which they respond in a fairly systematic way.

Compared to the "Traditional Family," the "Contemporary Family" appears to depend more on foodservice-provided dinners. Convenience (time saving and easy access of the food) is the key reason why they depend on foodservice dinners.

In their hectic pace of life, there is relatively little time for "reward/treat" dinners and dinners decided on the basis of being in the mood for something, but, occasionally, such dinner decisions are made by the "Contemporary Family."

--The "Unpredictable Couple" exemplifies the "What are you in the mood for" decision type. They, in fact, are escaping from things like shopping, cooking and cleanup, as well as responding to their mood. (A variety of moods can be listed; more about these in the next section.)

When the "Unpredictable Couple" is not having dinner together, the single spouse may act much like the single who decides to eat out or not depending on how hungry he or she feels.

Finally, the "Unpredictable Couple" does, of course, enjoy more "formal" restaurant meals which can serve as a treat or reward, a birthday or anniversary celebration, etc. For them, then, the treat/reward decision drives their relatively planned dinner.

--The "Play It By Ear Single" finds himself (or herself) making decisions about a foodservice-provided food with the "how hungry am I" question. This is a typical decision made by a person alone. And, being hungry enough is a reason to "grab a bite" somewhere.

But the single person will try not to be alone. Thus, when together with others (or having called someone up: "Shall we get something to eat?") the decision question becomes "What are you (we) in the mood for?"

Finally, the single person may feel entitled to the reward of a complete meal. When he or she has accomplished something or been treated badly. Alternately, this person may have at times relatively more planned occasions (dates, birthdays) for which the treat/reward decision question also applies.

In the following section we will elaborate on the decision questions and the situations in which they tend to occur. These will lead us to the characteristics of foodservice establishment that are most relevant when each of these decision questions occur.

C. The Decision Questions

The decision-questions represent, in our view, the mental activity that originates the decision to use some form of foodservice. It starts the "ball rolling."

1. The "Reward/Treat" Decision

This decision starts with someone asking himself or herself: "Did I (he, she) deserve, or am I entitled to, this?"

This type of mental activity is most likely to occur several hours (to several days or even longer) before the actual eating out will take place.

And, there is most likely to be one person who is the "receiver" of the reward (oneself or a spouse, etc.). The needs and interests and wishes of this individual will play a definite role in how further choices are narrowed down.

Typical situations in which this type of decision-making occurs are:

--Feeling a craving for a certain type of food

--Husband wants to treat his wife

--Wife does not feel like cooking

--Wanting to go out: Eating is the entertainment

--A birthday, anniversary

--To celebrate an accomplishment

--A treat for the children

The foodservice attributes that affect decision-making in these circumstances are shown in the table below:

Situations:	Foodservice Characteristic Influencing Decision-making:
Feeling a craving for	--Reputation for/past experience with type and taste of the food
Husband wants to treat his wife	--A place that offers good, caring service, "takes care of us"
Wife does not feel like cooking	--Food I cannot (will not) cook myself --Variety: Something for everyone
Going out: Eating is the entertainment	--Good portions --Attractively served, presented food --Unusual food, food/menu that caters to an adventuresome mood
Special occasions: Birthday, anniversary, celebrate an accomplishment	--Atmosphere that is appropriate for the event
A treat for the children	--Kids must like it --Some nutritional value

The mood for many of these decisions is anticipatory and "up."

Many of these decisions lead to eating out in restaurants. Yet, in some cases, we see people getting "special" carry-out food (like Oriental food or barbecued chicken or ribs).

A treat for the children is likely to involve carry-out fast food and, at times, pizza.

2. The "Making Sure Everyone Is Getting Something To Eat" Decision

This decision starts when one perceives the conflicting forces of time and energy on the one hand, and the need or responsibility to eat or serve food on the other.

Typical situations in which this type of decision-making may occur are:

--Parent comes home and is too tired to cook

--Parent needs to go out after dinner with little time in-between

--Children attending after-school activities

--Family members coming and going at different times

Foodservice characteristics that can affect decision-making are....

Situation:	Foodservice Characteristic:
Parent very tired	--Delivery
Parent is in and out with little time in-between	--Delivery --Carry-out, easy access --Fast service
Children attending after-school activities	--(Eat out) at convenient, "on the way" places --Quick service, no lines
Family members coming and going at different times	--Carry-out food that keeps and/or can be reheated easily

Another variable that applies for this decision-making is coupons: people realize that their desire for convenience is costly and coupons are said to be very important in decisions of this kind.

3. The "What Are You In The Mood For" Decision

(Note: The question "What are you in the mood for?" can follow other decisions regarding eating out. In the context of this analysis the question is only meant as the one that starts decision-making, not as one to narrow down choices after the basic decision to eat out already has been made. Read it as: "What are *you* in the mood for?")

This dinner decision is very spontaneous and often made impulsively, just before the selection is made where to go. It reflects the free-spirited feeling of "not having to plan" as discussed in the first section of this report. It occurs more commonly among people without children, or when adults are without their children than among parents eating with their children.

Typical situations in which this type of decision "gets the ball rolling" are...

--Husband and wife decide to stop somewhere and eat on their way home from work;

--People are out (shopping, going to a movie or concert or sightseeing, involved in activities that are not "routine"). They decide to stay out for dinner.

--When friends meet (in a bar, for example) and decide to continue their time together by going to eat somewhere;

--None of the food in the house looked interesting: Let's go out.

The moods that we hear people describe affecting this type of decision making can be both positive ("up") moods and negative, avoidance or "down" moods. Examples are:

--Feeling in the mood for something different, a change of pace

--A fun mood, be with friends, talk, "party"

--Be efficient, practical (no shopping, save time)

--Be lazy (no cleanup)

--Be tired, late

The decision-making can be highly cooperative and easy-going: "What are _you_ in the mood for?" Decisions like these appear to be made often enough that they don't take on a great deal of personal importance.

A number of foodservice characteristics appear to be important in attracting people making this type of dinner decision:

--Location: Impulsively decided on dinners are often initiated in the car or immediately before one gets in the car.

--Little or no waiting: The occasions don't have the importance that one will want to wait for a table, unless, maybe, a seat is easily available in the lounge.

--Carry-out and delivery may take on increasing importance in this type of decision-making, especially if it can be made readily accessible.

(For example: people in this decision mode resist buying prepared foods from deli's and supermarkets saying it is "too much of a hassle, too inconvenient.")

--Building awareness of restaurants should be a key ingredient of marketing to the decision mode:

...Public relations in order to be listed in magazines and newspapers, and to get more word-of-mouth mentions;

...Good roadside signage and building exterior;

...Advertising, via radio and billboards should be considered;

...Developing a reputation for specific items or features, so that the restaurant comes to mind quickly whenever one thinks of getting a taste for. . . .

...Unique, attention-attracting promotion offers should be considered as well.

4. The "How Hungry Am I" Decision

In this decision mode, too, moods prevail, but these are moods felt by an individual who is alone:

--Hungry, impatient, "let's get it over with"

--Tired

--Lazy

It struck us that the person in this decision mode wants two things primarily:

--A minimum of "hassle," food that is very easily accessible

--Enough food so that it is filling, so that the expense of buying the prepared food was worth it. (In fact, their tendency often is to buy more than needed and to have some leftovers to snack on later or to freeze for later use.)

As the person making this decision will be alone, carry-out will be his or her dominant mode of service.

5. What About The Appeal Of Carry-Out Foods From Deli's and Supermarkets

The prepared foods at deli's and supermarkets don't appeal strongly to persons in the "What are you in the mood for" decision mode. At the time that this decision occurs, the trip to the retail scene seems too cumbersome and crowded to be appealing.

Supermarkets are more likely to be appealing to these two decisions:

--Is everybody getting something to eat?

...Especially if it involves food that keeps, and that can easily be reheated. However, for the time-pressed person there is again the drawback of the stores being crowded at the end of the day.

--How hungry am I?

...Especially if the food seems more wholesome than that offered by fast-food restaurants.

D. In Perspective

We have identified that the traditional idea of dinner (a meal that is at the same time a shared event) is disappearing in many households and that dinner-behavior options are increasing in number among:

--"Contemporary families" where both parents work and people on different schedules need to be accommodated;

--Childless couples (empty nesters as well as younger childless couples);

--Singles.

The challenge to the restaurant industry is that people don't merely seek restaurants to serve them a "dinner meal event" (although this is still the major service that is expected of most restaurants) but also "easily obtainable/accessible prepared food"--either to eat in the restaurant, or to take home or have delivered.

This exploration has led to the view that dinner decision-making vis-a-vis foodservice establishments has four different points of departure--phrased as questions; i.e., the first questions that arise that lead to a decision to use foodservice; in descending order of planned to impulsiveness they are. . .

--Do I (or does she) deserve a treat or reward?

...A decision mode that tends to lead to relatively event-like meals, "dinners" out in the traditional sense, or a treat via carry-out or delivery.

The selection of the foodservice outlet to be used is often left up to one person, i.e., the one who is or feels entitled to the reward or treat.

--Is everyone getting something to eat?

...A decision mode that results from a fast-paced lifestyle, resulting in decisions in which convenience plays a major role in the selection of the foodservice used.

--"What are you in the mood for?"

...A highly impulsive decision mode which tends to occur among couples without children and singles when meeting with friends.

This decision mode leads to a highly cooperative mood in selecting where one will go.

In order to cater to this decision mode restaurants will need to look for a variety of ways to build and maintain awareness among these consumers.

--"How hungry am I?"

...This is a decision mode that applies to singles and others when they are alone.

Major selection criteria in this decision mode are:

* A place that makes the food very easily accessible, without any "hassles," and

* That serves or sells food in "more than enough" quantities. When people alone make the effort to buy freshly prepared food to eat by themselves, they want to get filled up, and, even, like to have some leftovers.

APPENDIX D

QUESTIONNAIRE

SECTION I

1. Listed below are a number of different ways in which you might have your evening meal. Please think back and make your best guess about the number of times in the past 30 days you had an evening meal which falls into each of the categories "a" through "h". Record these numbers in Column 1.

Then add in the last category "i" the number of times that none of the categories listed applies. (For example, you had a home prepared meal or dinner at a friend's house.)

The total of your estimates in Column 1 should be 30.

	Column "1" Number Of Times In Past 30 Days		Column "2" If The Number You Wrote In is "1" Or More, Please Also Complete Each Section Indicated	
a. Had dinner at a sit-down restaurant (with table service) where the expense (per person check size) is generally $10.00 or more per adult	______	--▶	Section II	(10-11)
b. Had dinner at a sit-down restaurant (with table service) where the expense (per person check size) is generally under $10.00 per adult	______	--▶	Section III	(12-13)
c. Had dinner at a fast food restaurant, (ordered at the counter and stayed there to eat dinner)	______	--▶	Section IV	(14-15)
d. Had dinner at a self-service cafeteria or buffet	______	--▶	Section V	(16-17)
e. Had carry-out food for dinner; You went to or called a fast-food place or restaurant, picked up your food and ate it elsewhere	______	--▶	Section VI	(18-19)
f. Had dinner food **delivered**: You called a fast-food place or restaurant and had the food delivered to you	______	--▶	Section VII	(20-21)
g. Purchased freshly prepared carry-out food (not frozen food) from a supermarket, convenience store or deli and had that for dinner on the same day	______	--▶	Section VIII	(22-23)
h. Did not have a dinner or evening meal at all	______			(24-25)
i. None of the above situations apply	______			(26-27)
Total must add to 30	______			(28-29)

(30-79) -

SECTION II

(80-1)

Complete this section only if you "Had dinner at a sit-down restaurant where the expense is $10.00 or more per adult" during the past 30 days. (Found in Section I, Question 1a).

Please provide these details on ONLY THE MOST RECENT TIME you had dinner which fit the above description.

1. What day of the week was this dinner occasion? (CHECK *ONE* BOX) (10)

1 ☐ Sunday
2 ☐ Monday
3 ☐ Tuesday
4 ☐ Wednesday
5 ☐ Thursday
6 ☐ Friday
7 ☐ Saturday

2. What time of day did you arrive at the restaurant? (CHECK *ONE* BOX) (11)

1 ☐ 4 to 5pm
2 ☐ 5 to 6pm
3 ☐ 6 to 7pm
4 ☐ 7 to 8pm
5 ☐ 8 to 9pm
6 ☐ 9 to 10pm
7 ☐ After 10pm

3. When did you make the decision to go there? (CHECK *ONE* BOX) (12)

1 ☐ Less than an hour before going there
2 ☐ One to two hours in advance
3 ☐ On the same day, but more than two hours in advance
4 ☐ A day or more in advance

(13-14)-

4. How much time did you spend at the restaurant in total? (CHECK *ONE* BOX) (15)

1 ☐ Less than 10 minutes
2 ☐ 10 to 20 minutes
3 ☐ 20 to 30 minutes
4 ☐ 30 to 45 minutes
5 ☐ 45 minutes to 1 hour
6 ☐ 1 to 1 1/2 hours
7 ☐ 1 1/2 to 2 hours
8 ☐ Over 2 hours

5. How many people were in your party, including yourself? Total:________ (16-17)

# of adults:________ (18-19)
# of children age 12 or under:________ (20-21)
# of children age 13 to 17:________ (22-23)

6. What was the name of this restaurant? (WRITE IN):______________________________ (24-25)

7. Which one of the following best describes the establishment you listed in Question 6? (CHECK *ONE* BOX) (26)-

(27-28)

01 ☐ Fish/Seafood
02 ☐ American
03 ☐ Oriental
04 ☐ Italian
05 ☐ Other Ethnic
06 ☐ Barbecue
07 ☐ Steak
08 ☐ Hamburger
09 ☐ Sandwich
10 ☐ Chicken
11 ☐ Pizza
12 ☐ Cafeteria
13 ☐ Family/General Menu
14 ☐ Other (Specify):______________

8. What is your best guess of the total dollar amount that your party spent for that dinner (without the tip)? (WRITE IN)

$______________ (29-31)

9. Did you use a coupon or any kind of special offer for that dinner? (32)

1 ☐ Yes
2 ☐ No

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10. Now, please rate how descriptive the statements below are of how you felt at the time you decided to eat dinner at the restaurant on the evening you just described on the previous page. Just circle a number between 1 and 10, where "10" means very descriptive or "right on," and "1" means "not at all descriptive," "does not apply at all."

(33–46)–

	Very Descriptive ◄							►	Does Not Apply At All		
a. I/We felt like I/we deserved a treat or reward	10	9	8	7	6	5	4	3	2	1	(47)
b. I/we just had a craving for something different, something I/we didn't have at home	10	9	8	7	6	5	4	3	2	1	(48)
c. What with meetings, working late, somebody out of town, sports, lessons, and crazy schedules, I/we just wanted to make sure that I/we got something to eat for dinner	10	9	8	7	6	5	4	3	2	1	(49)
d. All I/we wanted to do was get it over with. I/We knew we had to eat something but I/we didn't give too much thought to what it was, nor did I/we care very much	10	9	8	7	6	5	4	3	2	1	(50)
e. I/We were feeling pretty relaxed and agreeable. I/We didn't have very strong feelings about what, in particular, I/we wanted to eat. I/We just went along with someone else's suggestion	10	9	8	7	6	5	4	3	2	1	(51)
f. I/We were in an up mood, a party mood. I/We felt like having fun	10	9	8	7	6	5	4	3	2	1	(52)
g. I/We had something to celebrate	10	9	8	7	6	5	4	3	2	1	(53)
h. I/We wanted the easiest thing available—the option with the least hassles	10	9	8	7	6	5	4	3	2	1	(54)
i. It got too late to cook or do what I/we would have really liked to do for dinner	10	9	8	7	6	5	4	3	2	1	(55)
j. I/We didn't have any energy left	10	9	8	7	6	5	4	3	2	1	(56)
k. I/We felt pressed for time	10	9	8	7	6	5	4	3	2	1	(57)

11. Please rate each of the following factors in terms of how much they had to do with your decision to get dinner at the particular place you chose. (CIRCLE *ONE* NUMBER FOR *EACH* ITEM, a THROUGH s)

	Was A Very Important Factor In The Decision To Get Food There ◄							►	Was Not At All Important In The Decision To Get Food There		
a. Fresh food/ingredients	10	9	8	7	6	5	4	3	2	1	(58)
b. Speed of service	10	9	8	7	6	5	4	3	2	1	(59)
c. Their price range	10	9	8	7	6	5	4	3	2	1	(60)
d. They have unique or original food	10	9	8	7	6	5	4	3	2	1	(61)
e. Kids like it	10	9	8	7	6	5	4	3	2	1	(62)
f. Nice place to go	10	9	8	7	6	5	4	3	2	1	(63)
g. Friendly people/service	10	9	8	7	6	5	4	3	2	1	(64)
h. The hours they're open	10	9	8	7	6	5	4	3	2	1	(65)
i. Their consistency	10	9	8	7	6	5	4	3	2	1	(66)
j. Special deals/coupons	10	9	8	7	6	5	4	3	2	1	(67)
k. Their variety	10	9	8	7	6	5	4	3	2	1	(68)
l. No lines/no waiting	10	9	8	7	6	5	4	3	2	1	(69)
m. The size of the portions	10	9	8	7	6	5	4	3	2	1	(70)
n. Food presentation	10	9	8	7	6	5	4	3	2	1	(71)
o. Convenience of location	10	9	8	7	6	5	4	3	2	1	(72)
p. Comfortable seating	10	9	8	7	6	5	4	3	2	1	(73)
q. Cleanliness	10	9	8	7	6	5	4	3	2	1	(74)
r. Value for the money	10	9	8	7	6	5	4	3	2	1	(75)
s. Food quality	10	9	8	7	6	5	4	3	2	1	(76)

(77–79)–

(80–2)

SECTION III

Complete this section only if you "Had dinner at a sit-down restaurant where the expense is generally under $10.00 per adult." (Found in Section I, Question 1b).

Please provide these details on ONLY THE MOST RECENT TIME you had a dinner which fit the above description.

1. What day of the week was this dinner occasion? (CHECK *ONE* BOX) (10)

1 ☐ Sunday
2 ☐ Monday
3 ☐ Tuesday
4 ☐ Wednesday
5 ☐ Thursday
6 ☐ Friday
7 ☐ Saturday

2. What time of day did you arrive at the restaurant? (CHECK *ONE* BOX) (11)

1 ☐ 4 to 5pm
2 ☐ 5 to 6pm
3 ☐ 6 to 7pm
4 ☐ 7 to 8pm
5 ☐ 8 to 9pm
6 ☐ 9 to 10pm
7 ☐ After 10pm

3. When did you make the decision to go there? (CHECK *ONE* BOX) (12)

1 ☐ Less than an hour before going there
2 ☐ One to two hours in advance
3 ☐ On the same day, but more than two hours in advance
4 ☐ A day or more in advance (13-14)-

4. How much time did you spend at the restaurant in total? (CHECK *ONE* BOX) (15)

1 ☐ Less than 10 minutes
2 ☐ 10 to 20 minutes
3 ☐ 20 to 30 minutes
4 ☐ 30 to 45 minutes
5 ☐ 45 minutes to 1 hour
6 ☐ 1 to 1 1/2 hours
7 ☐ 1 1/2 to 2 hours
8 ☐ Over 2 hours

5. How many people were in your party, including yourself? Total:________ (16-17)

# of adults:________ (18-19) # of children age 12 or under:________ (20-21) # of children age 13 to 17:________ (22-23)

6. What was the name of this restaurant? (WRITE IN):________________________________ (24-25)

7. Which one of the following best describes the establishment you listed in Question 6? (CHECK *ONE* BOX) (26)-

(27-28)

01 ☐ Fish/Seafood
02 ☐ American
03 ☐ Oriental
04 ☐ Italian
05 ☐ Other Ethnic
06 ☐ Barbecue
07 ☐ Steak
08 ☐ Hamburger
09 ☐ Sandwich
10 ☐ Chicken
11 ☐ Pizza
12 ☐ Cafeteria
13 ☐ Family/General Menu
14 ☐ Other (Specify):________________

8. What is your best guess of the total dollar amount that your party spent for that dinner (without the tip)? (WRITE IN)

$____________ (29-31)

9. Did you use a coupon or any kind of special offer for that dinner? (32)

1 ☐ Yes
2 ☐ No

10. Now, please rate how descriptive the statements below are of how you felt at the time you decided to eat dinner at the restaurant on the evening you just described. Just circle a number between 1 and 10, where "10" means very descriptive or "right on," and "1" means "not at all descriptive," "does not apply at all." (33-46)-

	Very Descriptive ◄									► Does Not Apply At All	
a. I/We felt like I/we deserved a treat or reward	10	9	8	7	6	5	4	3	2	1	(47)
b. I/we just had a craving for something different, something I/we didn't have at home	10	9	8	7	6	5	4	3	2	1	(48)
c. What with meetings, working late, somebody out of town, sports, lessons, and crazy schedules, I/we just wanted to make sure that I/we got something to eat for dinner	10	9	8	7	6	5	4	3	2	1	(49)
d. All I/we wanted to do was get it over with. I/We knew we had to eat something but I/we didn't give too much thought to what it was, nor did I/we care very much	10	9	8	7	6	5	4	3	2	1	(50)
e. I/We were feeling pretty relaxed and agreeable. I/We didn't have very strong feelings about what, in particular, I/we wanted to eat. I/We just went along with someone else's suggestion	10	9	8	7	6	5	4	3	2	1	(51)
f. I/We were in an up mood, a party mood. I/We felt like having fun	10	9	8	7	6	5	4	3	2	1	(52)
g. I/We had something to celebrate	10	9	8	7	6	5	4	3	2	1	(53)
h. I/We wanted the easiest thing available—the option with the least hassles	10	9	8	7	6	5	4	3	2	1	(54)
i. It got too late to cook or do what I/we would have really liked to do for dinner	10	9	8	7	6	5	4	3	2	1	(55)
j. I/We didn't have any energy left	10	9	8	7	6	5	4	3	2	1	(56)
k. I/We felt pressed for time	10	9	8	7	6	5	4	3	2	1	(57)

11. Please rate each of the following factors in terms of how much they had to do with your decision to get dinner at the particular place you chose. (CIRCLE *ONE* NUMBER FOR *EACH* ITEM, a THROUGH s)

	Was A Very Important Factor In The Decision To Get Food There	◄						►	Was Not At All Important In The Decision To Get Food There	
a. Fresh food/ingredients	10	9	8	7	6	5	4	3	2	1 (58)
b. Speed of service	10	9	8	7	6	5	4	3	2	1 (59)
c. Their price range	10	9	8	7	6	5	4	3	2	1 (60)
d. They have unique or original food	10	9	8	7	6	5	4	3	2	1 (61)
e. Kids like it	10	9	8	7	6	5	4	3	2	1 (62)
f. Nice place to go	10	9	8	7	6	5	4	3	2	1 (63)
g. Friendly people/service	10	9	8	7	6	5	4	3	2	1 (64)
h. The hours they're open ...	10	9	8	7	6	5	4	3	2	1 (65)
i. Their consistency	10	9	8	7	6	5	4	3	2	1 (66)
j. Special deals/coupons	10	9	8	7	6	5	4	3	2	1 (67)
k. Their variety	10	9	8	7	6	5	4	3	2	1 (68)
l. No lines/no waiting	10	9	8	7	6	5	4	3	2	1 (69)
m. The size of the portions ...	10	9	8	7	6	5	4	3	2	1 (70)
n. Food presentation	10	9	8	7	6	5	4	3	2	1 (71)
o. Convenience of location ...	10	9	8	7	6	5	4	3	2	1 (72)
p. Comfortable seating	10	9	8	7	6	5	4	3	2	1 (73)
q. Cleanliness	10	9	8	7	6	5	4	3	2	1 (74)
r. Value for the money	10	9	8	7	6	5	4	3	2	1 (75)
s. Food quality	10	9	8	7	6	5	4	3	2	1 (76)

(77-79)-
(80-3)

SECTION IV

Complete this section only if you "Had dinner at a fast food restaurant (ordered at the counter and STAYED THERE to eat dinner." (Found in Section I, Question 1c).

Please provide these details on ONLY THE MOST RECENT TIME you had a dinner which fit the above description.

1. What day of the week was this dinner occasion? (CHECK *ONE* BOX)

1 ☐ Sunday
2 ☐ Monday
3 ☐ Tuesday
4 ☐ Wednesday
5 ☐ Thursday
6 ☐ Friday
7 ☐ Saturday (10)

2. What time of day did you arrive at the fast food restaurant? (CHECK *ONE* BOX)

1 ☐ 4 to 5pm
2 ☐ 5 to 6pm
3 ☐ 6 to 7pm
4 ☐ 7 to 8pm
5 ☐ 8 to 9pm
6 ☐ 9 to 10pm
7 ☐ After 10pm (11)

3. When did you make the decision to go there? (CHECK *ONE* BOX)

1 ☐ Less than an hour before going there
2 ☐ One to two hours in advance
3 ☐ On the same day, but more than two hours in advance (12)
4 ☐ A day or more in advance (13-14)-

4. How much time did you spend at the fast food restaurant in total? (CHECK *ONE* BOX)

1 ☐ Less than 10 minutes
2 ☐ 10 to 20 minutes
3 ☐ 20 to 30 minutes
4 ☐ 30 to 45 minutes
5 ☐ 45 minutes to 1 hour
6 ☐ 1 to 1 1/2 hours
7 ☐ 1 1/2 to 2 hours
8 ☐ Over 2 hours (15)

5. How many people were in your party, including yourself? Total:________ (16-17)

# of adults:________ (18-19)
# of children age 12 or under:________ (20-21)
# of children age 13 to 17:________ (22-23)

6. What was the name of this fast food restaurant? (WRITE IN):________________________________ (24-25)

7. Which one of the following best describes the establishment you listed in Question 6? (CHECK *ONE* BOX) (26)-

01 ☐ Fish/Seafood
02 ☐ American
03 ☐ Oriental
04 ☐ Italian
05 ☐ Other Ethnic
06 ☐ Barbecue
07 ☐ Steak
08 ☐ Hamburger
09 ☐ Sandwich
10 ☐ Chicken
11 ☐ Pizza
12 ☐ Cafeteria
13 ☐ Family/General Menu
14 ☐ Other (Specify):______________ (27-28)

8. What is your best guess of the total dollar amount that your party spent for that dinner? (WRITE IN)

$______________ (29-31)

9. Did you use a coupon or any kind of special offer for that dinner?

1 ☐ Yes 2 ☐ No (32)

10. Now, please rate how descriptive the statements below are of how you felt at the time you decided to eat dinner at the fast food restaurant on the evening you just described on the previous page. Just circle a number between 1 and 10, where "10" means very descriptive or "right on," and "1" means "not at all descriptive," "does not apply at all." (33-46)-

	Very Descriptive ◄								► Does Not Apply At All		
a. I/We felt like I/we deserved a treat or reward	10	9	8	7	6	5	4	3	2	1	(47)
b. I/we just had a craving for something different, something I/we didn't have at home	10	9	8	7	6	5	4	3	2	1	(48)
c. What with meetings, working late, somebody out of town, sports, lessons, and crazy schedules, I/we just wanted to make sure that I/we got something to eat for dinner	10	9	8	7	6	5	4	3	2	1	(49)
d. All I/we wanted to do was get it over with. I/We knew we had to eat something but I/we didn't give too much thought to what it was, nor did I/we care very much	10	9	8	7	6	5	4	3	2	1	(50)
e. I/We were feeling pretty relaxed and agreeable. I/We didn't have very strong feelings about what, in particular, I/we wanted to eat. I/We just went along with someone else's suggestion	10	9	8	7	6	5	4	3	2	1	(51)
f. I/We were in an up mood, a party mood. I/We felt like having fun	10	9	8	7	6	5	4	3	2	1	(52)
g. I/We had something to celebrate	10	9	8	7	6	5	4	3	2	1	(53)
h. I/We wanted the easiest thing available--the option with the least hassles	10	9	8	7	6	5	4	3	2	1	(54)
i. It got too late to cook or do what I/we would have really liked to do for dinner	10	9	8	7	6	5	4	3	2	1	(55)
j. I/We didn't have any energy left	10	9	8	7	6	5	4	3	2	1	(56)
k. I/We felt pressed for time	10	9	8	7	6	5	4	3	2	1	(57)

11. Please rate each of the following factors in terms of how much they had to do with your decision to get dinner at the particular place you chose. (CIRCLE *ONE* NUMBER FOR *EACH* ITEM, a THROUGH s)

	Was A Very Important Factor In The Decision To Get Food There ◄								► Was Not At All Important In The Decision To Get Food There		
a. Fresh food/ingredients	10	9	8	7	6	5	4	3	2	1	(58)
b. Speed of service	10	9	8	7	6	5	4	3	2	1	(59)
c. Their price range	10	9	8	7	6	5	4	3	2	1	(60)
d. They have unique or original food	10	9	8	7	6	5	4	3	2	1	(61)
e. Kids like it	10	9	8	7	6	5	4	3	2	1	(62)
f. Nice place to go	10	9	8	7	6	5	4	3	2	1	(63)
g. Friendly people/service	10	9	8	7	6	5	4	3	2	1	(64)
h. The hours they're open ...	10	9	8	7	6	5	4	3	2	1	(65)
i. Their consistency	10	9	8	7	6	5	4	3	2	1	(66)
j. Special deals/coupons	10	9	8	7	6	5	4	3	2	1	(67)
k. Their variety	10	9	8	7	6	5	4	3	2	1	(68)
l. No lines/no waiting	10	9	8	7	6	5	4	3	2	1	(69)
m. The size of the portions ...	10	9	8	7	6	5	4	3	2	1	(70)
n. Food presentation	10	9	8	7	6	5	4	3	2	1	(71)
o. Convenience of location ...	10	9	8	7	6	5	4	3	2	1	(72)
p. Comfortable seating	10	9	8	7	6	5	4	3	2	1	(73)
q. Cleanliness	10	9	8	7	6	5	4	3	2	1	(74)
r. Value for the money	10	9	8	7	6	5	4	3	2	1	(75)
s. Food quality	10	9	8	7	6	5	4	3	2	1	(76)

(77-79)-
(80-4)

SECTION V

Complete this section only if you "Had dinner at a self-service cafeteria or buffet." (Found in Section I, Question 1d).

Please provide these details on ONLY THE MOST RECENT TIME you had a dinner which fit the above description.

1. What day of the week was this dinner occasion? (CHECK *ONE* BOX)

1 ☐ Sunday
2 ☐ Monday
3 ☐ Tuesday
4 ☐ Wednesday
5 ☐ Thursday
6 ☐ Friday
7 ☐ Saturday
(10)

2. What time of day did you arrive at the self-service cafeteria or buffet? (CHECK *ONE* BOX)

1 ☐ 4 to 5pm
2 ☐ 5 to 6pm
3 ☐ 6 to 7pm
4 ☐ 7 to 8pm
5 ☐ 8 to 9pm
6 ☐ 9 to 10pm
7 ☐ After 10pm
(11)

3. When did you make the decision to go there? (CHECK *ONE* BOX)

1 ☐ Less than an hour before going there
2 ☐ One to two hours in advance
3 ☐ On the same day, but more than two hours in advance (12)
4 ☐ A day or more in advance (13–14)–

4. How much time did you spend at the self-service cafeteria or buffet in total? (CHECK *ONE* BOX)

1 ☐ Less than 10 minutes
2 ☐ 10 to 20 minutes
3 ☐ 20 to 30 minutes
4 ☐ 30 to 45 minutes
5 ☐ 45 minutes to 1 hour
6 ☐ 1 to 1 1/2 hours
7 ☐ 1 1/2 to 2 hours
8 ☐ Over 2 hours
(15)

5. How many people were in your party, including yourself? Total:________ (16–17)

# of adults:________ (18–19) # of children age 12 or under:________ (20–21) # of children age 13 to 17:________ (22–23)

6. What was the name of this self-service cafeteria or buffet? (WRITE IN):______________________________ (24–25)

7. Which one of the following best describes the establishment you listed in Question 6? (CHECK *ONE* BOX) (26)–

01 ☐ Fish/Seafood
02 ☐ American
03 ☐ Oriental
04 ☐ Italian
05 ☐ Other Ethnic
06 ☐ Barbecue
07 ☐ Steak
08 ☐ Hamburger
09 ☐ Sandwich
10 ☐ Chicken
11 ☐ Pizza
12 ☐ Cafeteria
13 ☐ Family/General Menu
14 ☐ Other (Specify):______________
(27–28)

8. What is your best guess of the total dollar amount that your party spent for that dinner? (WRITE IN)

$______________ (29–31)

9. Did you use a coupon or any kind of special offer for that dinner?

1 ☐ Yes 2 ☐ No (32)

10. Now, please rate how descriptive the statements below are of how you felt at the time you decided to eat dinner at the self-service cafeteria or buffet on the evening you just described. Just circle a number between 1 and 10, where "10" means **very descriptive** or **"right on,"** and "1" means **"not at all descriptive," "does not apply at all."** (33–46)–

	Very Descriptive ◄									► Does Not Apply At All	
a. I/We felt like I/we deserved a treat or reward	10	9	8	7	6	5	4	3	2	1	(47)
b. I/we just had a craving for something different, something I/we didn't have at home	10	9	8	7	6	5	4	3	2	1	(48)
c. What with meetings, working late, somebody out of town, sports, lessons, and crazy schedules, I/we just wanted to make sure that I/we got something to eat for dinner	10	9	8	7	6	5	4	3	2	1	(49)
d. All I/we wanted to do was get it over with. I/We knew we had to eat something but I/we didn't give too much thought to what it was, nor did I/we care very much	10	9	8	7	6	5	4	3	2	1	(50)
e. I/We were feeling pretty relaxed and agreeable. I/We didn't have very strong feelings about what, in particular, I/we wanted to eat. I/We just went along with someone else's suggestion	10	9	8	7	6	5	4	3	2	1	(51)
f. I/We were in an up mood, a party mood. I/We felt like having fun	10	9	8	7	6	5	4	3	2	1	(52)
g. I/We had something to celebrate	10	9	8	7	6	5	4	3	2	1	(53)
h. I/We wanted the easiest thing available—the option with the least hassles	10	9	8	7	6	5	4	3	2	1	(54)
i. It got too late to cook or do what I/we would have really liked to do for dinner	10	9	8	7	6	5	4	3	2	1	(55)
j. I/We didn't have any energy left	10	9	8	7	6	5	4	3	2	1	(56)
k. I/We felt pressed for time	10	9	8	7	6	5	4	3	2	1	(57)

11. Please rate each of the following factors in terms of how much they had to do with your decision to get dinner at the particular place you chose. (CIRCLE *ONE* NUMBER FOR *EACH* ITEM, a THROUGH s)

	Was A Very Important Factor In The Decision To Get Food There				◄————►					Was Not At All Important In The Decision To Get Food There	
a. Fresh food/ingredients	10	9	8	7	6	5	4	3	2	1	(58)
b. Speed of service	10	9	8	7	6	5	4	3	2	1	(59)
c. Their price range	10	9	8	7	6	5	4	3	2	1	(60)
d. They have unique or original food	10	9	8	7	6	5	4	3	2	1	(61)
e. Kids like it	10	9	8	7	6	5	4	3	2	1	(62)
f. Nice place to go	10	9	8	7	6	5	4	3	2	1	(63)
g. Friendly people/service	10	9	8	7	6	5	4	3	2	1	(64)
h. The hours they're open	10	9	8	7	6	5	4	3	2	1	(65)
i. Their consistency	10	9	8	7	6	5	4	3	2	1	(66)
j. Special deals/coupons	10	9	8	7	6	5	4	3	2	1	(67)
k. Their variety	10	9	8	7	6	5	4	3	2	1	(68)
l. No lines/no waiting	10	9	8	7	6	5	4	3	2	1	(69)
m. The size of the portions	10	9	8	7	6	5	4	3	2	1	(70)
n. Food presentation	10	9	8	7	6	5	4	3	2	1	(71)
o. Convenience of location	10	9	8	7	6	5	4	3	2	1	(72)
p. Comfortable seating	10	9	8	7	6	5	4	3	2	1	(73)
q. Cleanliness	10	9	8	7	6	5	4	3	2	1	(74)
r. Value for the money	10	9	8	7	6	5	4	3	2	1	(75)
s. Food quality	10	9	8	7	6	5	4	3	2	1	(76)

(77-79)-
(80-6)

SECTION VI

Complete this section only if you "Had carry-out food for dinner: You went to or called a fast food place or restaurant, picked up your food and ate it elsewhere." (Found in Section I, Question 1a).

Please provide these details on ONLY THE MOST RECENT TIME you had a dinner which fit the above description.

1. What day of the week was this dinner occasion? (CHECK *ONE* BOX) (10)
   - 1 ☐ Sunday
   - 2 ☐ Monday
   - 3 ☐ Tuesday
   - 4 ☐ Wednesday
   - 5 ☐ Thursday
   - 6 ☐ Friday
   - 7 ☐ Saturday

2. What time of day did you pick up the food for this meal? (CHECK *ONE* BOX) (11)
   - 1 ☐ 4 to 5pm
   - 2 ☐ 5 to 6pm
   - 3 ☐ 6 to 7pm
   - 4 ☐ 7 to 8pm
   - 5 ☐ 8 to 9pm
   - 6 ☐ 9 to 10pm
   - 7 ☐ After 10pm

3. When did you make the decision to purchase your carry-out food there? (CHECK *ONE* BOX) (12)
   - 1 ☐ Less than an hour before going there
   - 2 ☐ One to two hours in advance
   - 3 ☐ On the same day, but more than two hours in advance
   - 4 ☐ A day or more in advance

4. a. Where did you go to eat the food you picked up? (WRITE IN)

   ______________________________ (13-14)

   b. How much time did you spend eating dinner? (CHECK *ONE* BOX) (15)
   - 1 ☐ Less than 10 minutes
   - 2 ☐ 10 to 20 minutes
   - 3 ☐ 20 to 30 minutes
   - 4 ☐ 30 to 45 minutes
   - 5 ☐ 45 minutes to 1 hour
   - 6 ☐ 1 to 1 1/2 hours
   - 7 ☐ 1 1/2 to 2 hours
   - 8 ☐ Over 2 hours

5. How many people did you buy food for on this occasion, including yourself? Total:________ (16-17)

   # of adults:________ (18-19) # of children age 12 or under:________ (20-21) # of children age 13 to 17:________ (22-23)

6. a. What was the name of the place where you bought this dinner? (WRITE IN)

   ______________________________ (24-25)

   b. What type of place is this? (CHECK *ONE* BOX) (26)
   - 1 ☐ Fast food
   - 2 ☐ Sit-down restaurant with table service

7. Which one of the following best describes the establishment you listed in Question 6a? (CHECK *ONE* BOX) (27-28)
   - 01 ☐ Fish/Seafood
   - 02 ☐ American
   - 03 ☐ Oriental
   - 04 ☐ Italian
   - 05 ☐ Other Ethnic
   - 06 ☐ Barbecue
   - 07 ☐ Steak
   - 08 ☐ Hamburger
   - 09 ☐ Sandwich
   - 10 ☐ Chicken
   - 11 ☐ Pizza
   - 12 ☐ Cafeteria
   - 13 ☐ Family/General Menu
   - 14 ☐ Other (Specify):______________

8. What is your best guess of the total dollar amount that your party spent for that dinner? **(WRITE IN)**

$______________ (29-31)

9. Did you use a coupon or any kind of special offer for that dinner?

1 ☐ Yes　　2 ☐ No (32)

10. Now, please rate how descriptive the statements below are of how you felt at the time you decided to get carry-out food on the evening you just described on the previous page. Just circle a number between 1 and 10, where "10" means very descriptive or "right on," and "1" means "not at all descriptive," "does not apply at all." (33-46)-

	Very Descriptive ◀							▶	**Does Not Apply At All**	
a. I/We felt like I/we deserved a treat or reward	10	9	8	7	6	5	4	3	2	1 (47)
b. I/we just had a craving for something different, something I/we didn't have at home	10	9	8	7	6	5	4	3	2	1 (48)
c. What with meetings, working late, somebody out of town, sports, lessons, and crazy schedules, I/we just wanted to make sure that I/we got something to eat for dinner	10	9	8	7	6	5	4	3	2	1 (49)
d. All I/we wanted to do was get it over with. I/We knew we had to eat something but I/we didn't give too much thought to what it was, nor did I/we care very much	10	9	8	7	6	5	4	3	2	1 (50)
e. I/We were feeling pretty relaxed and agreeable. I/We didn't have very strong feelings about what, in particular, I/we wanted to eat. I/We just went along with someone else's suggestion	10	9	8	7	6	5	4	3	2	1 (51)
f. I/We were in an up mood, a party mood. I/We felt like having fun	10	9	8	7	6	5	4	3	2	1 (52)
g. I/We had something to celebrate	10	9	8	7	6	5	4	3	2	1 (53)
h. I/We wanted the easiest thing available--the option with the least hassles	10	9	8	7	6	5	4	3	2	1 (54)
i. It got too late to cook or do what I/we would have really liked to do for dinner	10	9	8	7	6	5	4	3	2	1 (55)
j. I/We didn't have any energy left	10	9	8	7	6	5	4	3	2	1 (56)
k. I/We felt pressed for time	10	9	8	7	6	5	4	3	2	1 (57)

11. Please rate each of the following factors in terms of how much they had to do with your decision to get dinner at the particular place you chose. **(CIRCLE *ONE* NUMBER FOR *EACH* ITEM, a THROUGH s)**

	Was A Very Important Factor In The Decision To Get Food There ◀							▶	**Was Not At All Important In The Decision To Get Food There**	
a. Fresh food/ingredients	10	9	8	7	6	5	4	3	2	1 (58)
b. Speed of service	10	9	8	7	6	5	4	3	2	1 (59)
c. Their price range	10	9	8	7	6	5	4	3	2	1 (60)
d. They have unique or original food	10	9	8	7	6	5	4	3	2	1 (61)
e. Kids like it	10	9	8	7	6	5	4	3	2	1 (62)
f. Nice place to go	10	9	8	7	6	5	4	3	2	1 (63)
g. Friendly people/service	10	9	8	7	6	5	4	3	2	1 (64)
h. The hours they're open	10	9	8	7	6	5	4	3	2	1 (65)
i. Their consistency	10	9	8	7	6	5	4	3	2	1 (66)
j. Special deals/coupons	10	9	8	7	6	5	4	3	2	1 (67)
k. Their variety	10	9	8	7	6	5	4	3	2	1 (68)
l. No lines/no waiting	10	9	8	7	6	5	4	3	2	1 (69)
m. The size of the portions	10	9	8	7	6	5	4	3	2	1 (70)
n. Food presentation	10	9	8	7	6	5	4	3	2	1 (71)
o. Convenience of location	10	9	8	7	6	5	4	3	2	1 (72)
p. Comfortable seating	10	9	8	7	6	5	4	3	2	1 (73)
q. Cleanliness	10	9	8	7	6	5	4	3	2	1 (74)
r. Value for the money	10	9	8	7	6	5	4	3	2	1 (75)
s. Food quality	10	9	8	7	6	5	4	3	2	1 (76)

(77-79)-
(80-6)

SECTION VII

Complete this section only if you "Had dinner delivered: Called a fast food place or other restaurant and had the food delivered to you." (Found in Section I, Question 1f).

Please provide these details on ONLY THE MOST RECENT TIME you had a dinner which fit the above description.

1. What day of the week was this dinner occasion? (CHECK *ONE* BOX) (10)

1 ☐ Sunday
2 ☐ Monday
3 ☐ Tuesday
4 ☐ Wednesday
5 ☐ Thursday
6 ☐ Friday
7 ☐ Saturday

2. What time of day was the food delivered? (CHECK *ONE* BOX) (11)

1 ☐ 4 to 5pm
2 ☐ 5 to 6pm
3 ☐ 6 to 7pm
4 ☐ 7 to 8pm
5 ☐ 8 to 9pm
6 ☐ 9 to 10pm
7 ☐ After 10pm

3. When did you make the decision to call? (CHECK *ONE* BOX) (12)

1 ☐ Less than an hour before you called
2 ☐ One to two hours in advance
3 ☐ On the same day, but more than two hours in advance
4 ☐ A day or more in advance

4. a. Where did you eat the food you had delivered? (WRITE IN)

____ (13-14)

b. How much time did you spend eating dinner? (CHECK *ONE* BOX) (15)

1 ☐ Less than 10 minutes
2 ☐ 10 to 20 minutes
3 ☐ 20 to 30 minutes
4 ☐ 30 to 45 minutes
5 ☐ 45 minutes to 1 hour
6 ☐ 1 to 1 1/2 hours
7 ☐ 1 1/2 to 2 hours
8 ☐ Over 2 hours

5. How many people did you buy food for on this occasion, including yourself? Total:________ (16-17)

# of adults:________ (18-19)   # of children age 12 or under:________ (20-21)   # of children age 13 to 17:________ (22-23)

6. a. What was the name of the place where you bought this dinner? (WRITE IN)

____ (24-25)

b. What type of place is this? (CHECK *ONE* BOX) (26)

1 ☐ Fast food
2 ☐ Sit-down restaurant with table service

7. Which one of the following best describes the establishment you listed in Question 6a? (CHECK *ONE* BOX) (27-28)

01 ☐ Fish/Seafood
02 ☐ American
03 ☐ Oriental
04 ☐ Italian
05 ☐ Other Ethnic
06 ☐ Barbecue
07 ☐ Steak
08 ☐ Hamburger
09 ☐ Sandwich
10 ☐ Chicken
11 ☐ Pizza
12 ☐ Cafeteria
13 ☐ Family/General Menu
14 ☐ Other (Specify):____________

8. What is your best guess of the total dollar amount that your party spent for that dinner (without the tip)? (WRITE IN)

$____________ (29-31)

9. Did you use a coupon or any kind of special offer for that dinner? (32)

1 ☐ Yes   2 ☐ No

10. Now, please rate how descriptive the statements below are of how you felt at the time you decided to have dinner delivered on the evening you just described on the previous page. Just circle a number between 1 and 10, where "10" means very descriptive or "right on," and "1" means "not at all descriptive," "does not apply at all."

(33-46)-

	Very Descriptive ◄								► Does Not Apply At All	
a. I/We felt like I/we deserved a treat or reward	10	9	8	7	6	5	4	3	2	1 (47)
b. I/we just had a craving for something different, something I/we didn't have at home	10	9	8	7	6	5	4	3	2	1 (48)
c. What with meetings, working late, somebody out of town, sports, lessons, and crazy schedules, I/we just wanted to make sure that I/we got something to eat for dinner	10	9	8	7	6	5	4	3	2	1 (49)
d. All I/we wanted to do was get it over with. I/We knew we had to eat something but I/we didn't give too much thought to what it was, nor did I/we care very much	10	9	8	7	6	5	4	3	2	1 (50)
e. I/We were feeling pretty relaxed and agreeable. I/We didn't have very strong feelings about what, in particular, I/we wanted to eat. I/We just went along with someone else's suggestion	10	9	8	7	6	5	4	3	2	1 (51)
f. I/We were in an up mood, a party mood. I/We felt like having fun	10	9	8	7	6	5	4	3	2	1 (52)
g. I/We had something to celebrate	10	9	8	7	6	5	4	3	2	1 (53)
h. I/We wanted the easiest thing available—the option with the least hassles	10	9	8	7	6	5	4	3	2	1 (54)
i. It got too late to cook or do what I/we would have really liked to do for dinner	10	9	8	7	6	5	4	3	2	1 (55)
j. I/We didn't have any energy left	10	9	8	7	6	5	4	3	2	1 (56)
k. I/We felt pressed for time	10	9	8	7	6	5	4	3	2	1 (57)

11. Please rate each of the following factors in terms of how much they had to do with your decision to get dinner at the particular place you chose. (CIRCLE *ONE* NUMBER FOR *EACH* ITEM, a THROUGH s)

	Was A Very Important Factor In The Decision To Get Food There ◄								► Was Not At All Important In The Decision To Get Food There	
a. Fresh food/ingredients	10	9	8	7	6	5	4	3	2	1 (58)
b. Speed of service	10	9	8	7	6	5	4	3	2	1 (59)
c. Their price range	10	9	8	7	6	5	4	3	2	1 (60)
d. They have unique or original food	10	9	8	7	6	5	4	3	2	1 (61)
e. Kids like it	10	9	8	7	6	5	4	3	2	1 (62)
f. Nice place to go	10	9	8	7	6	5	4	3	2	1 (63)
g. Friendly people/service	10	9	8	7	6	5	4	3	2	1 (64)
h. The hours they're open ...	10	9	8	7	6	5	4	3	2	1 (65)
i. Their consistency	10	9	8	7	6	5	4	3	2	1 (66)
j. Special deals/coupons	10	9	8	7	6	5	4	3	2	1 (67)
k. Their variety	10	9	8	7	6	5	4	3	2	1 (68)
l. No lines/no waiting	10	9	8	7	6	5	4	3	2	1 (69)
m. The size of the portions ...	10	9	8	7	6	5	4	3	2	1 (70)
n. Food presentation	10	9	8	7	6	5	4	3	2	1 (71)
o. Convenience of location ...	10	9	8	7	6	5	4	3	2	1 (72)
p. Comfortable seating	10	9	8	7	6	5	4	3	2	1 (73)
q. Cleanliness	10	9	8	7	6	5	4	3	2	1 (74)
r. Value for the money	10	9	8	7	6	5	4	3	2	1 (75)
s. Food quality	10	9	8	7	6	5	4	3	2	1 (76)

(77-79)-
(80-7)

SECTION VIII

Complete this section only if you "Purchased freshly prepared carry-out (not frozen) food from a supermarket, convenience store or deli and had that for dinner on the same day." (Found in Section I, Question 1g).

Please provide these details on ONLY THE MOST RECENT TIME you had a dinner which fit the above description.

1. What day of the week was this dinner occasion? (CHECK *ONE* BOX) (10)

1 ☐ Sunday
2 ☐ Monday
3 ☐ Tuesday
4 ☐ Wednesday
5 ☐ Thursday
6 ☐ Friday
7 ☐ Saturday

2. What time of day did you purchase the food? (CHECK *ONE* BOX) (11)

1 ☐ 4 to 5pm
2 ☐ 5 to 6pm
3 ☐ 6 to 7pm
4 ☐ 7 to 8pm
5 ☐ 8 to 9pm
6 ☐ 9 to 10pm
7 ☐ After 10pm

3. When did you make the decision to go purchase carry-out food there? (CHECK *ONE* BOX) (12)

1 ☐ Less than an hour before going there
2 ☐ One to two hours in advance
3 ☐ On the same day, but more than two hours in advance
4 ☐ A day or more in advance

4. a. Where did you go to eat the food you picked up? (WRITE IN)

____ (13-14)

b. How much time did you spend eating dinner? (CHECK *ONE* BOX) (15)

1 ☐ Less than 10 minutes
2 ☐ 10 to 20 minutes
3 ☐ 20 to 30 minutes
4 ☐ 30 to 45 minutes
5 ☐ 45 minutes to 1 hour
6 ☐ 1 to 1 1/2 hours
7 ☐ 1 1/2 to 2 hours
8 ☐ Over 2 hours

5. How many people did you buy food for on this occasion, including yourself? Total:________ (16-17)

# of adults:________ (18-19) # of children age 12 or under:________ (20-21) # of children age 13 to 17:________ (22-23)

6. What was the name of the place where you bought this dinner? (WRITE IN)

____ (24-25)

7. What type of place is this? (CHECK *ONE* BOX) (26)

1 ☐ Supermarket
2 ☐ Convenience Store
3 ☐ Deli

8. What is your best guess of the total dollar amount that your party spent for that dinner? (WRITE IN) (27-28)-

$____________ (29-31)

9. Did you use a coupon or any kind of special offer for that dinner? (32)

1 ☐ Yes
2 ☐ No

10. Now, please rate how descriptive the statements below are of how you felt at the time you decided to get food from a deli, convenience store or supermarket on the evening you just described. Just circle a number between 1 and 10, where "10" means very descriptive or "right on," and "1" means "not at all descriptive," "does not apply at all." (33-46)-

	Very Descriptive ◄							►	Does Not Apply At All		
a. I/We felt like I/we deserved a treat or reward	10	9	8	7	6	5	4	3	2	1	(47)
b. I/we just had a craving for something different, something I/we didn't have at home	10	9	8	7	6	5	4	3	2	1	(48)
c. What with meetings, working late, somebody out of town, sports, lessons, and crazy schedules, I/we just wanted to make sure that I/we got something to eat for dinner	10	9	8	7	6	5	4	3	2	1	(49)
d. All I/we wanted to do was get it over with. I/We knew we had to eat something but I/we didn't give too much thought to what it was, nor did I/we care very much	10	9	8	7	6	5	4	3	2	1	(50)
e. I/We were feeling pretty relaxed and agreeable. I/We didn't have very strong feelings about what, in particular, I/we wanted to eat. I/We just went along with someone else's suggestion	10	9	8	7	6	5	4	3	2	1	(51)
f. I/We were in an up mood, a party mood. I/We felt like having fun	10	9	8	7	6	5	4	3	2	1	(52)
g. I/We had something to celebrate	10	9	8	7	6	5	4	3	2	1	(53)
h. I/We wanted the easiest thing available—the option with the least hassles	10	9	8	7	6	5	4	3	2	1	(54)
i. It got too late to cook or do what I/we would have really liked to do for dinner	10	9	8	7	6	5	4	3	2	1	(55)
j. I/We didn't have any energy left	10	9	8	7	6	5	4	3	2	1	(56)
k. I/We felt pressed for time	10	9	8	7	6	5	4	3	2	1	(57)

11. Please rate each of the following factors in terms of how much they had to do with your decision to get dinner at the particular place you chose. (CIRCLE *ONE* NUMBER FOR *EACH* ITEM, a THROUGH s)

	Was A Very Important Factor In The Decision To Get Food There	◄						►		Was Not At All Important In The Decision To Get Food There	
a. Fresh food/ingredients	10	9	8	7	6	5	4	3	2	1	(58)
b. Speed of service	10	9	8	7	6	5	4	3	2	1	(59)
c. Their price range	10	9	8	7	6	5	4	3	2	1	(60)
d. They have unique or original food	10	9	8	7	6	5	4	3	2	1	(61)
e. Kids like it	10	9	8	7	6	5	4	3	2	1	(62)
f. Nice place to go	10	9	8	7	6	5	4	3	2	1	(63)
g. Friendly people/service	10	9	8	7	6	5	4	3	2	1	(64)
h. The hours they're open	10	9	8	7	6	5	4	3	2	1	(65)
i. Their consistency	10	9	8	7	6	5	4	3	2	1	(66)
j. Special deals/coupons	10	9	8	7	6	5	4	3	2	1	(67)
k. Their variety	10	9	8	7	6	5	4	3	2	1	(68)
l. No lines/no waiting	10	9	8	7	6	5	4	3	2	1	(69)
m. The size of the portions	10	9	8	7	6	5	4	3	2	1	(70)
n. Food presentation	10	9	8	7	6	5	4	3	2	1	(71)
o. Convenience of location	10	9	8	7	6	5	4	3	2	1	(72)
p. Comfortable seating	10	9	8	7	6	5	4	3	2	1	(73)
q. Cleanliness	10	9	8	7	6	5	4	3	2	1	(74)
r. Value for the money	10	9	8	7	6	5	4	3	2	1	(75)
s. Food quality	10	9	8	7	6	5	4	3	2	1	(76)

12. Just to verify our records, please indicate your age and sex.

AGE:________ (77-78)   SEX: 1 ☐ Male   2 ☐ Female   (79)

(80-5)

THANK YOU FOR YOUR HELP WITH THIS STUDY!

PLEASE RETURN YOUR COMPLETED QUESTIONNAIRE IN THE ENCLOSED POSTAGE-PAID ENVELOPE AS SOON AS POSSIBLE.

Those interested in more detailed survey data will want to obtain "Dinner Decision Making - Detailed Tables, Volume II." This supplemental publication includes responses to each inquiry by each of the five dinner decision scenarios as well as a variety of demographic characteristics such as

- employment
- income
- education
- sex
- region of the country

To order, specify CS 455, Dinner Decision Making - Detailed Tables, Volume II. Copies are available to association members for $25 and to nonmembers for $50. All orders must be prepaid.

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CONSUMER ATTITUDE AND BEHAVIOR STUDY

Dinner Decision Making

Volume II

The Research Department
National Restaurant Association

Dinner Decision Making
A Consumer Attitude Survey
Volume II

PUBLISHED BY

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RESEARCH AND INFORMATION SERVICE

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INTRODUCTION

The National Restaurant Association published highlights of its 1988 survey of consumer attitudes and behavior regarding the decision to purchase freshly prepared food for dinner in Dinner Decision Making: A Consumer Attitude Survey, Volume I. Because many researchers would have a need for more detailed information from this survey, the National Restaurant Association has published this separate report.

Dinner Decision Making: A Consumer Attitude Survey, Volume II provides detailed data on responses to all survey questions by each of the five dinner decision scenarios as well as a variety of demographic characteristics such as

- employment
- income
- education
- sex
- region of the country

The information presented in these tables is based on responses to a mail survey conducted between March and May 1988 for the National Restaurant Association. Study design and analysis was performed by Creative Research Associates of Chicago, Illinois.

Additional information of how the survey was conducted and technical description of the study methodology can be found in Volume I. Those who have questions concerning this report can contact the National Restaurant Association's Research

Department, 1200 Seventeenth St., N.W., Washington, D.C. 20036 or call (202) 331-5962.

A copy of the questionnaire can be found at the end of this report. The table information, including responses to each inquiry by each of the five dinner decision scenarios, is arranged as follows:

Pages

Tableservice Restaurant (with per person check of $10 or more 1-33

Tableservice Restaurant (with per person check less than $10) 1-33

Fast Food Restaurant (dinner eaten on the premises 1-33

Self-service cafeteria or buffet

Carryout (from tableservice or fast food restaurant) 34-71

Delivery 34-71

Carryout from supermarket, convenience store or deli 72-98

NATIONAL RESTAURANT ASSOCIATION STUDY 5703/4323

Q.1 MOST RECENT DINNER OCCASION - DAY OF THE WEEK

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
TOTAL	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
NO ANSWER	10	3	5	1	0	1	11	2	7	2	0	0	8	1	3	0	1	3
TOTAL ANSWERING	688	412	150	21	71	17	885	219	326	84	132	121	668	32	157	71	126	278
SUNDAY	123	72	31	6	11	3	139	36	55	7	28	12	62	5	12	7	16	22
	17.9	17.5	20.7	28.6	15.5	17.6	15.7	16.4	16.9	8.3	21.2	9.9	9.3	15.6	7.6	9.9	12.7	7.9
MONDAY	26	15	8	0	3	0	51	17	17	4	5	8	53	1	9	5	12	26
	3.8	3.6	5.3	-	4.2	-	5.8	7.8	5.2	4.8	3.8	6.6	7.9	3.1	5.7	7.0	9.5	9.4
TUESDAY	35	16	8	2	5	1	88	22	33	9	10	14	89	5	23	3	10	48
	5.1	3.9	5.3	9.5	7.0	5.9	9.9	10.0	10.1	10.7	7.6	11.6	13.3	15.6	14.6	4.2	7.9	17.3
WEDNESDAY	64	35	19	3	6	0	122	27	34	13	18	30	120	1	29	16	18	55
	9.3	8.5	12.7	14.3	8.5	-	13.8	12.3	10.4	15.5	13.6	24.8	18.0	3.1	18.5	22.5	14.3	19.8
THURSDAY	74	43	10	3	10	5	89	19	38	5	9	18	102	6	24	8	21	43
	10.8	10.4	6.7	14.3	14.1	29.4	10.1	8.7	11.7	6.0	6.8	14.9	15.3	18.8	15.3	11.3	16.7	15.5
FRIDAY	148	86	29	4	16	6	213	48	87	25	32	19	126	2	34	18	23	46
	21.5	20.9	19.3	19.0	22.5	35.3	24.1	21.9	26.7	29.8	24.2	15.7	18.9	6.3	21.7	25.4	18.3	16.5
SATURDAY	218	145	45	3	20	2	183	50	62	21	30	20	116	12	26	14	26	38
	31.7	35.2	30.0	14.3	28.2	11.8	20.7	22.8	19.0	25.0	22.7	16.5	17.4	37.5	16.6	19.7	20.6	13.7
SIGMA	688	412	150	21	71	17	885	219	326	84	132	121	668	32	157	71	126	278
	100.1	100.0	100.0	100.0	100.0	100.0	100.1	99.9	100.0	100.1	99.9	100.0	100.1	100.0	100.0	100.0	100.0	100.1

Q.2 MOST RECENT DINNER OCCASION - TIME OF DAY WHEN ARRIVED

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
TOTAL	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
NO ANSWER	12	5	5	1	0	1	18	5	10	2	0	1	16	0	7	2	5	1
TOTAL ANSWERING	686	410	150	21	71	17	878	216	323	84	132	120	660	33	153	69	122	280
4 TO 5PM	82	35	27	4	8	4	155	42	61	15	15	21	193	7	53	26	33	74
	12.0	8.5	18.0	19.0	11.3	23.5	17.7	19.4	18.9	17.9	11.4	17.5	29.2	21.2	34.6	37.7	27.0	26.4
5 TO 6PM	119	75	26	5	9	3	245	49	109	21	35	29	204	11	49	15	35	94
	17.3	18.3	17.3	23.8	12.7	17.6	27.9	22.7	33.7	25.0	26.5	24.2	30.9	33.3	32.0	21.7	28.7	33.6
6 TO 7PM	217	131	52	2	26	3	260	57	91	32	44	36	142	3	32	13	29	63
	31.6	32.0	34.7	9.5	36.6	17.6	29.6	26.4	28.2	38.1	33.3	30.0	21.5	9.1	20.9	18.8	23.8	22.5
7 TO 8PM	205	130	35	7	20	6	159	48	46	9	31	25	76	7	9	9	19	31
	29.9	31.7	23.3	33.3	28.2	35.3	18.1	22.2	14.2	10.7	23.5	20.8	11.5	21.2	5.9	13.0	15.6	11.1
8 TO 9PM	48	30	7	2	6	1	40	13	12	6	4	5	21	4	5	1	2	9
	7.0	7.3	4.7	9.5	8.5	5.9	4.6	6.0	3.7	7.1	3.0	4.2	3.2	12.1	3.3	1.4	1.6	3.2
9 TO 10PM	13	7	3	1	2	0	11	3	2	1	2	3	16	1	3	4	2	6
	1.9	1.7	2.0	4.8	2.8	-	1.3	1.4	.6	1.2	1.5	2.5	2.4	3.0	2.0	5.8	1.6	2.1
AFTER 10PM	2	2	0	0	0	0	8	4	2	0	1	1	8	0	2	1	2	3
	.3	.5	-	-	-	-	.9	1.9	.6	-	.8	.8	1.2	-	1.3	1.4	1.6	1.1
SIGMA	686	410	150	21	71	17	878	216	323	84	132	120	660	33	153	69	122	280
	100.0	100.0	100.0	99.9	100.1	99.9	100.1	100.0	99.9	100.0	100.0	100.0	99.9	99.9	100.0	99.8	99.9	100.0

Q.3 MOST RECENT DINNER OCCASION - WHEN DECISION WAS MADE TO GO THERE/TO PURCHASE CARRY OUT/TO CALL

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
TOTAL	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
NO ANSWER	7	1	3	1	1	1	7	1	3	2	1	0	3	0	1	0	1	1
TOTAL ANSWERING	691	414	152	21	70	17	889	220	330	84	131	121	673	33	159	71	126	280
LESS THAN AN HOUR BEFORE GOING THERE	123	52	34	6	21	6	394	64	132	43	73	82	463	12	97	48	86	218
	17.8	12.6	22.4	28.6	30.0	35.3	44.3	29.1	40.0	51.2	55.7	67.8	68.8	36.4	61.0	67.6	68.3	77.9
ONE TO TWO HOURS IN ADVANCE	84	47	18	4	10	5	155	34	63	20	20	16	102	7	32	13	18	31
	12.2	11.4	11.8	19.0	14.3	29.4	17.4	15.5	19.1	23.8	15.3	13.2	15.2	21.2	20.1	18.3	14.3	11.1
ON THE SAME DAY, BUT MORE THAN TWO HOURS IN ADVANCE	152	86	41	7	9	3	172	51	78	12	18	13	77	12	28	7	9	20
	22.0	20.8	27.0	33.3	12.9	17.6	19.3	23.2	23.6	14.3	13.7	10.7	11.4	36.4	17.6	9.9	7.1	7.1
A DAY OR MORE IN ADVANCE	332	229	59	4	30	3	168	71	57	9	20	10	31	2	2	3	13	11
	48.0	55.3	38.8	19.0	42.9	17.6	18.9	32.3	17.3	10.7	15.3	8.3	4.6	6.1	1.3	4.2	10.3	3.9
SIGMA	691	414	152	21	70	17	889	220	330	84	131	121	673	33	159	71	126	280
	100.0	100.1	100.0	99.9	100.1	99.9	99.9	100.1	100.0	100.0	100.0	100.0	100.0	100.1	100.0	100.0	100.0	100.0

Q.48 MOST RECENT DINNER OCCASION - TOTAL TIME SPENT IN RESTAURANT/EATING DINNER

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
TOTAL	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
NO ANSWER	7	1	3	1	0	1	10	3	5	2	0	0	3	0	1	0	1	1
TOTAL ANSWERING	691	414	152	21	71	17	886	218	328	84	132	121	673	33	159	71	126	280
LESS THAN 10 MINUTES	1	0	0	0	0	1	0	0	0	0	0	0	9	0	2	1	1	5
(5)	.1	-	-	-	-	5.9	-	-	-	-	-	-	1.3	-	1.3	1.4	.8	1.8
10 TO 20 MINUTES (15)	1	0	0	0	0	0	4	0	2	0	2	0	59	0	9	4	8	38
	.1	-	-	-	-	-	.5	-	.6	-	1.5	-	8.8	-	5.7	5.6	6.3	13.6
20 TO 30 MINUTES (25)	2	0	1	0	1	0	35	2	11	5	6	10	217	5	41	28	46	96
	.3	-	.7	-	1.4	-	4.0	.9	3.4	6.0	4.5	8.3	32.2	15.2	25.8	39.4	36.5	34.3
30 TO 45 MINUTES	17	8	3	0	3	2	157	25	51	22	25	33	247	11	61	27	49	97
(37.5)	2.5	1.9	2.0	-	4.2	11.8	17.7	11.5	15.5	26.2	18.9	27.3	36.7	33.3	38.4	38.0	38.9	34.6
45 MINUTES TO 1 HOUR	137	63	37	7	17	9	357	77	146	30	54	49	120	13	39	11	18	38
(52.5)	19.8	15.2	24.3	33.3	23.9	52.9	40.3	35.3	44.5	35.7	40.9	40.5	17.8	39.4	24.5	15.5	14.3	13.6
1 TO 1 1/2 HOURS (75)	300	171	74	10	35	4	276	87	102	24	37	26	17	3	6	0	4	4
	43.4	41.3	48.7	47.6	49.3	23.5	31.2	39.9	31.1	28.6	28.0	21.5	2.5	9.1	3.8	-	3.2	1.4
1 1/2 TO 2 HOURS (105)	161	116	30	4	8	1	40	17	12	2	7	2	2	0	1	0	0	1
	23.3	28.0	19.7	19.0	11.3	5.9	4.5	7.8	3.7	2.4	5.3	1.7	.3	-	.6	-	-	.4
OVER 2 HOURS (135)	72	56	7	0	7	0	17	10	4	1	1	1	2	1	0	0	0	1
	10.4	13.5	4.6	-	9.9	-	1.9	4.6	1.2	1.2	.8	.8	.3	3.0	-	-	-	.4
MEAN	82.5	87.4	77.1	73.2	76.6	56.3	59.5	67.4	58.9	55.6	57.6	52.5	35.2	47.9	38.1	33.2	34.6	32.7
STD. DEV.	26.1	26.3	22.6	18.8	26.1	21.3	21.0	23.3	19.2	19.8	20.4	18.4	14.9	20.8	14.8	11.1	12.9	14.8
STD. ERR.	.995	1.293	1.831	4.105	3.093	5.159	.704	1.578	1.062	2.156	1.774	1.669	.573	3.625	1.177	1.315	1.152	.887
SIGMA	691	414	152	21	71	17	886	218	328	84	132	121	673	33	159	71	126	280
	99.9	99.9	100.0	99.9	100.0	100.0	100.1	100.0	100.0	100.1	99.9	100.1	99.9	100.0	100.1	99.9	100.0	100.1

NATIONAL RESTAURANT ASSOCIATION STUDY 5703/4323

Q.5A MOST RECENT DINNER OCCASION - TOTAL PEOPLE IN PARTY

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
TOTAL	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
NO ANSWER	16	5	6	1	1	1	31	6	13	3	1	8	28	1	7	1	5	14
TOTAL ANSWERING	682	410	149	21	70	17	865	215	320	83	131	113	648	32	153	70	122	267
TOTAL PEOPLE IN PARTY																		
1	11 1.6	5 1.2	1 .7	0 -	2 2.9	3 17.6	21 2.4	3 1.4	9 2.8	2 2.4	4 3.1	2 1.8	50 7.7	0 -	9 5.9	7 10.0	8 6.6	26 9.7
2	268 39.3	148 36.1	69 46.3	10 47.6	27 38.6	7 41.2	379 43.8	82 38.1	158 49.4	43 51.8	36 27.5	59 52.2	273 42.1	13 40.6	67 43.8	36 51.4	41 33.6	113 42.3
3	83 12.2	44 10.7	25 16.8	5 23.8	5 7.1	4 23.5	133 15.4	20 9.3	48 15.0	12 14.5	34 26.0	19 16.8	117 18.1	6 18.8	29 19.0	10 14.3	29 23.8	42 15.7
4	159 23.3	103 25.1	38 25.5	3 14.3	11 15.7	2 11.8	177 20.5	50 23.3	57 17.8	17 20.5	30 22.9	23 20.4	131 20.2	8 25.0	35 22.9	12 17.1	25 20.5	51 19.1
5	44 6.5	28 6.8	7 4.7	0 -	7 10.0	1 5.9	57 6.6	16 7.4	19 5.9	7 8.4	9 6.9	6 5.3	49 7.6	3 9.4	8 5.2	3 4.3	13 10.7	22 8.2
6	48 7.0	32 7.8	3 2.0	2 9.5	8 11.4	0 -	44 5.1	15 7.0	15 4.7	2 2.4	8 6.1	3 2.7	12 1.9	1 3.1	1 .7	0 -	4 3.3	6 2.2
7	14 2.1	12 2.9	2 1.3	0 -	0 -	0 -	9 1.0	6 2.8	0 -	0 -	3 2.3	0 -	8 1.2	0 -	3 2.0	0 -	0 -	5 1.9
8	21 3.1	17 4.1	0 -	0 -	3 4.3	0 -	18 2.1	9 4.2	5 1.6	0 -	3 2.3	1 .9	4 .6	0 -	0 -	1 1.4	1 .8	2 .7
9	9 1.3	7 1.7	1 .7	0 -	0 -	0 -	9 1.0	5 2.3	3 .9	0 -	1 .8	0 -	2 .3	1 3.1	0 -	0 -	1 .8	0 -
10	7 1.0	6 1.5	0 -	0 -	1 1.4	0 -	5 .6	1 .5	3 .9	0 -	1 .8	0 -	1 .2	0 -	1 .7	0 -	0 -	0 -
11 OR MORE	18 2.6	8 2.0	3 2.0	1 4.8	6 8.6	0 -	13 1.5	8 3.7	3 .9	0 -	2 1.5	0 -	1 .2	0 -	0 -	1 1.4	0 -	0 -

Q.5A MOST RECENT DINNER OCCASION - TOTAL PEOPLE IN PARTY

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
MEAN	4.0	4.2	3.2	4.4	5.0	2.5	3.6	4.6	3.2	2.9	4.0	2.9	3.0	3.3	2.9	2.8	3.1	2.9
STD. DEV.	3.6	3.5	2.0	6.9	4.9	1.1	4.3	7.5	2.0	1.2	4.3	1.2	1.5	1.6	1.3	1.8	1.4	1.4
STD. ERR.	.137	.175	.164	1.503	.590	.273	.147	.509	.112	.129	.374	.114	.057	.275	.109	.218	.129	.087
SIGMA	682	410	149	21	70	17	865	215	320	83	131	113	648	32	153	70	122	267
	100.0	99.9	100.0	100.0	100.0	100.0	100.0	100.0	99.9	100.0	100.2	100.1	100.1	100.0	100.2	99.9	100.1	99.8

Q.5B MOST RECENT DINNER OCCASION - NUMBER OF ADULTS

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EASIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EASIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EASIEST THING AVAIL
TOTAL	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
NO ANSWER	16	6	6	1	0	1	31	6	13	3	2	7	29	1	7	1	6	14
TOTAL ANSWERING	682	409	149	21	71	17	865	215	320	83	130	114	647	32	153	70	121	267
NUMBER OF ADULTS IN PARTY																		
0	1	0	0	0	1	0	1	0	0	0	0	1	0	0	0	0	0	0
	.1	-	-	-	1.4	-	.1	-	-	-	-	.9	-	-	-	-	-	-
1	13	6	2	0	2	3	39	9	12	5	8	4	122	4	20	13	26	58
	1.9	1.5	1.3	-	2.8	17.6	4.5	4.2	3.8	6.0	6.2	3.5	18.9	12.5	13.1	18.6	21.5	21.7
2	327	170	88	14	36	10	550	118	207	62	74	88	446	19	104	50	81	189
	47.9	41.6	59.1	66.7	50.7	58.8	63.6	54.9	64.7	74.7	56.9	77.2	68.9	59.4	68.0	71.4	66.9	70.8
3	74	47	17	2	7	1	95	8	41	11	24	10	40	3	18	2	6	11
	10.9	11.5	11.4	9.5	9.9	5.9	11.0	3.7	12.8	13.3	18.5	8.8	6.2	9.4	11.8	2.9	5.0	4.1
4	150	106	32	2	6	2	110	45	39	4	13	9	26	4	8	3	5	6
	22.0	25.9	21.5	9.5	8.5	11.8	12.7	20.9	12.2	4.8	10.0	7.9	4.0	12.5	5.2	4.3	4.1	2.2
5	26	17	3	0	5	1	18	7	5	0	5	1	8	2	2	0	2	2
	3.8	4.2	2.0	-	7.0	5.9	2.1	3.3	1.6	-	3.8	.9	1.2	6.3	1.3	-	1.7	.7
6	40	28	3	2	5	0	22	11	7	1	2	1	2	0	0	1	1	0
	5.9	6.8	2.0	9.5	7.0	-	2.5	5.1	2.2	1.2	1.5	.9	.3	-	-	1.4	.8	-
7	8	8	0	0	0	0	5	3	1	0	1	0	2	0	0	1	0	1
	1.2	2.0	-	-	-	-	.6	1.4	.3	-	.8	-	.3	-	-	1.4	-	.4
8	14	8	2	0	2	0	11	6	5	0	0	0	0	0	0	0	0	0
	2.1	2.0	1.3	-	2.8	-	1.3	2.8	1.6	-	-	-	-	-	-	-	-	-
9	5	5	0	0	0	0	2	2	0	0	0	0	0	0	0	0	0	0
	.7	1.2	-	-	-	-	.2	.9	-	-	-	-	-	-	-	-	-	-
10	7	6	0	0	1	0	3	1	1	0	1	0	1	0	1	0	0	0
	1.0	1.5	-	-	1.4	-	.3	.5	.3	-	.8	-	.2	-	.7	-	-	-
11 OR MORE	17	8	2	1	6	0	9	5	2	0	2	0	0	0	0	0	0	0
	2.5	2.0	1.3	4.8	8.5	-	1.0	2.3	.6	-	1.5	-	-	-	-	-	-	-

Q.58 MOST RECENT DINNER OCCASION - NUMBER OF ADULTS

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
MEAN	3.6	3.8	2.9	4.2	4.3	2.3	2.9	3.9	2.7	2.2	3.1	2.3	2.0	2.4	2.2	2.1	2.0	1.9
STD. DEV.	3.4	3.4	1.8	6.9	4.7	1.1	4.2	7.4	1.7	.7	4.3	.8	.9	1.1	1.0	1.0	.8	.7
STD. ERR.	.131	.168	.144	1.516	.563	.268	.144	.506	.094	.080	.373	.075	.034	.190	.079	.118	.077	.043
SIGMA	682	409	149	21	71	17	865	215	320	83	130	114	647	32	153	70	121	267
	100.0	100.2	99.9	100.0	100.0	100.0	99.9	100.0	100.1	100.0	100.0	100.1	100.0	100.1	100.1	100.0	100.0	99.9

Q.5C MOST RECENT DINNER OCCASION - NUMBER OF CHILDREN AGE 12 OR UNDER

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
TOTAL	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
NO ANSWER	403	229	100	11	42	10	519	129	209	49	63	68	337	13	88	37	53	143
TOTAL ANSWERING	295	186	55	11	29	8	377	92	124	37	69	53	339	20	72	34	74	138
NUMBER OF CHILDREN AGE 12 OR UNDER																		
0	176	119	27	7	14	6	138	37	50	9	18	23	81	8	24	13	10	26
	59.7	64.0	49.1	63.6	48.3	75.0	36.6	40.2	40.3	24.3	26.1	43.4	23.9	40.0	33.3	38.2	13.5	18.8
1	67	40	16	3	3	2	95	26	29	10	21	9	94	4	17	10	25	37
	22.7	21.5	29.1	27.3	10.3	25.0	25.2	28.3	23.4	27.0	30.4	17.0	27.7	20.0	23.6	29.4	33.8	26.8
2	37	20	8	1	8	0	95	16	33	13	19	14	115	6	25	7	27	50
	12.5	10.8	14.5	9.1	27.6	-	25.2	17.4	26.6	35.1	27.5	26.4	33.9	30.0	34.7	20.6	36.5	36.2
3	11	5	3	0	3	0	33	7	8	5	8	4	34	1	6	3	9	15
	3.7	2.7	5.5	-	10.3	-	8.8	7.6	6.5	13.5	11.6	7.5	10.0	5.0	8.3	8.8	12.2	10.9
4	4	2	1	0	1	0	11	5	2	0	1	3	11	1	0	0	2	8
	1.4	1.1	1.8	-	3.4	-	2.9	5.4	1.6	-	1.4	5.7	3.2	5.0	-	-	2.7	5.8
5	0	0	0	0	0	0	2	0	1	0	1	0	3	0	0	0	1	2
	-	-	-	-	-	-	.5	-	.8	-	1.4	-	.9	-	-	-	1.4	1.4
6	0	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0
	-	-	-	-	-	-	.3	1.1	-	-	-	-	-	-	-	-	-	-
7	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0
	-	-	-	-	-	-	.3	-	-	-	1.4	-	-	-	-	-	-	-
8	0	0	0	0	0	0	1	0	1	0	0	0	1	0	0	1	0	0
	-	-	-	-	-	-	.3	-	.8	-	-	-	.3	-	-	2.9	-	-
MEAN	.6	.6	.8	.5	1.1	.3	1.2	1.1	1.1	1.4	1.4	1.2	1.5	1.2	1.2	1.2	1.6	1.6
STD. DEV.	.9	.9	1.0	.7	1.2	.5	1.3	1.3	1.3	1.0	1.3	1.2	1.2	1.2	1.0	1.6	1.0	1.2
STD. ERR.	.054	.064	.135	.207	.229	.164	.064	.133	.113	.166	.158	.169	.063	.264	.118	.266	.121	.099
SIGMA	295	186	55	11	29	8	377	92	124	37	69	53	339	20	72	34	74	138
	100.0	100.1	100.0	100.0	99.9	100.0	100.1	100.0	100.0	99.9	99.8	100.0	99.9	100.0	99.9	99.9	100.1	99.9

Q.5D MOST RECENT DINNER OCCASION - NUMBER OF CHILDREN AGE 13-17

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
TOTAL	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
NO ANSWER	473	262	123	13	52	12	669	152	259	72	93	91	496	23	113	48	99	210
TOTAL ANSWERING	225	153	32	9	19	6	227	69	74	14	39	30	180	10	47	23	28	71
NUMBER OF CHILDREN AGE 13 TO 17																		
0	187	127	27	9	16	5	159	39	60	11	25	23	100	6	23	15	15	41
	83.1	83.0	84.4	100.0	84.2	83.3	70.0	56.5	81.1	78.6	64.1	76.7	55.6	60.0	48.9	65.2	53.6	57.7
1	26	18	5	0	1	1	46	18	11	2	8	7	61	3	20	7	10	20
	11.6	11.8	15.6	-	5.3	16.7	20.3	26.1	14.9	14.3	20.5	23.3	33.9	30.0	42.6	30.4	35.7	28.2
2	11	8	0	0	1	0	15	7	2	1	5	0	14	0	4	1	2	7
	4.9	5.2	-	-	5.3	-	6.6	10.1	2.7	7.1	12.8	-	7.8	-	8.5	4.3	7.1	9.9
3	0	0	0	0	0	0	5	4	0	0	1	0	2	1	0	0	0	1
	-	-	-	-	-	-	2.2	5.8	-	-	2.6	-	1.1	10.0	-	-	-	1.4
4	1	0	0	0	1	0	0	0	0	0	0	0	2	0	0	0	0	2
	.4	-	-	-	5.3	-	-	-	-	-	-	-	1.1	-	-	-	-	2.8
6	0	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0
	-	-	-	-	-	-	.4	1.4	-	-	-	-	-	-	-	-	-	-
7	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0
	-	-	-	-	-	-	.4	-	1.4	-	-	-	-	-	-	-	-	-
8	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0
	-	-	-	-	-	-	-	-	-	-	-	-	.6	-	-	-	3.6	-
MEAN	.2	.2	.2	.0	.4	.2	.5	.7	.3	.3	.6	.2	.6	.6	.6	.4	.8	.6
STD. DEV.	.6	.5	.4	.0	1.0	.4	.9	1.1	.9	.6	.8	.4	1.0	1.0	.6	.6	1.5	.9
STD. ERR.	.038	.043	.065	.000	.232	.167	.060	.132	.107	.163	.129	.079	.071	.306	.095	.122	.293	.110
SIGMA	225	153	32	9	19	6	227	69	74	14	39	30	180	10	47	23	28	71
	100.0	100.0	100.0	100.0	100.1	100.0	99.9	99.9	100.1	100.0	100.0	100.0	100.1	100.0	100.0	99.9	100.0	100.0

NATIONAL RESTAURANT ASSOCIATION STUDY 5703/4323

Q.6/7 MOST RECENT DINNER OCCASION - TYPE OF ESTABLISHMENT

BASE: BASE ,HAD DINNER AT A SIT DOWN RESTAURANT, FAST FOOD RESTAURANT OR CAFETERIA/BUFFET

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
TOTAL	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
TOTAL ANSWERING	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
NET: FISH/SEAFOOD	146	86	29	8	18	3	77	21	29	10	11	6	43	2	13	8	9	11
	20.9	20.7	18.7	36.4	25.4	16.7	8.6	9.5	8.7	11.6	8.3	5.0	6.4	6.1	8.1	11.3	7.1	3.9
SUBNET: NATIONAL/REGIONAL CHAIN	27	13	5	1	7	0	37	11	13	6	3	4	32	2	9	2	8	11
	18.5	15.1	17.2	12.5	38.9	-	48.1	52.4	44.8	60.0	27.3	66.7	74.4	100.0	69.2	25.0	88.9	100.0
SUBNET: NON-CHAIN	119	73	24	7	11	3	40	10	16	4	8	2	11	0	4	6	1	0
	81.5	84.9	82.8	87.5	61.1	100.0	51.9	47.6	55.2	40.0	72.7	33.3	25.6	-	30.8	75.0	11.1	-
NET: AMERICAN	132	81	25	2	14	6	88	21	34	4	15	14	33	1	3	2	7	20
	18.9	19.5	16.1	9.1	19.7	33.3	9.8	9.5	10.2	4.7	11.4	11.6	4.9	3.0	1.9	2.8	5.5	7.1
SUBNET: NATIONAL/REGIONAL CHAIN	9	6	2	0	0	1	25	4	12	2	2	5	31	1	2	1	7	20
	6.8	7.4	8.0	-	-	16.7	28.4	19.0	35.3	50.0	13.3	35.7	93.9	100.0	66.7	50.0	100.0	100.0
SUBNET: NON-CHAIN	123	75	23	2	14	5	63	17	22	2	13	9	2	0	1	1	0	0
	93.2	92.6	92.0	100.0	100.0	83.3	71.6	81.0	64.7	50.0	86.7	64.3	6.1	-	33.3	50.0	-	-
NET: ORIENTAL	47	27	9	3	6	1	48	19	14	5	6	4	7	0	3	3	1	0
	6.7	6.5	5.8	13.6	8.5	5.6	5.4	8.6	4.2	5.8	4.5	3.3	1.0	-	1.9	4.2	.8	-
SUBNET: NATIONAL/REGIONAL CHAIN	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
	2.1	-	-	-	16.7	-	-	-	-	-	-	-	-	-	-	-	-	-
SUBNET: NON-CHAIN	46	27	9	3	5	1	48	19	14	5	6	4	7	0	3	3	1	0
	97.9	100.0	100.0	100.0	83.3	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	-
NET: ITALIAN	50	34	14	0	2	0	35	10	11	7	5	2	3	0	2	0	1	0
	7.2	8.2	9.0	-	2.8	-	3.9	4.5	3.3	8.1	3.8	1.7	.4	-	1.3	-	.8	-

. Q.6/7 MOST RECENT DINNER OCCASION - TYPE OF ESTABLISHMENT

BASE: BASE ,HAD DINNER AT A SIT DOWN RESTAURANT, FAST FOOD RESTAURANT OR CAFETERIA/BUFFET

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
SUBNET: NATIONAL/REGIONAL CHAIN	0 -	0 -	0 -	0 -	0 -	0 -	4 11.4	0 -	2 18.2	1 14.3	1 20.0	0 -	1 33.3	0 -	1 50.0	0 -	0 -	0 -
SUBNET: NON-CHAIN	50 100.0	34 100.0	14 100.0	0 -	2 100.0	0 -	31 88.6	10 100.0	9 81.8	6 85.7	4 80.0	2 100.0	2 66.7	0 -	1 50.0	0 -	1 100.0	0 -
NET: OTHER ETHNIC	46 6.6	32 7.7	3 1.9	1 4.5	7 9.9	1 5.6	67 7.5	26 11.8	22 6.6	7 8.1	6 4.5	6 5.0	35 5.2	1 3.0	4 2.5	11 15.5	9 7.1	10 3.6
SUBNET: NATIONAL/REGIONAL CHAIN	6 13.0	5 15.6	0 -	0 -	1 14.3	0 -	17 25.4	8 30.8	6 27.3	1 14.3	1 16.7	1 16.7	23 65.7	0 -	2 50.0	10 90.9	6 66.7	5 50.0
SUBNET: NON-CHAIN	40 87.0	27 84.4	3 100.0	1 100.0	6 85.7	1 100.0	50 74.6	18 69.2	16 72.7	6 85.7	5 83.3	5 83.3	12 34.3	1 100.0	2 50.0	1 9.1	3 33.3	5 50.0
NET: BARBECUE	6 .9	3 .7	2 1.3	1 4.5	0 -	0 -	14 1.6	5 2.3	2 .6	3 3.5	2 1.5	2 1.7	8 1.2	0 -	5 3.1	1 1.4	1 .8	1 .4
SUBNET: NATIONAL/REGIONAL CHAIN	0 -	0 -	0 -	0 -	0 -	0 -	2 14.3	1 20.0	0 -	0 -	0 -	1 50.0	4 50.0	0 -	2 40.0	1 100.0	0 -	1 100.0
SUBNET: NON-CHAIN	6 100.0	3 100.0	2 100.0	1 100.0	0 -	0 -	12 85.7	4 80.0	2 100.0	3 100.0	2 100.0	1 50.0	4 50.0	0 -	3 60.0	0 -	1 100.0	0 -
NET: STEAK	81 11.6	46 11.1	23 14.8	4 18.2	3 4.2	2 11.1	82 9.2	26 11.8	24 7.2	11 12.8	15 11.4	6 5.0	5 .7	1 3.0	4 2.5	0 -	0 -	0 -
SUBNET: NATIONAL/REGIONAL CHAIN	22 27.2	10 21.7	11 47.8	0 -	0 -	1 50.0	58 70.7	21 80.8	17 70.8	7 63.6	9 60.0	4 66.7	3 60.0	1 100.0	2 50.0	0 -	0 -	0 -
SUBNET: NON-CHAIN	59 72.8	36 78.3	12 52.2	4 100.0	3 100.0	1 50.0	24 29.3	5 19.2	7 29.2	4 36.4	6 40.0	2 33.3	2 40.0	0 -	2 50.0	0 -	0 -	0 -

Q.6/7 MOST RECENT DINNER OCCASION - TYPE OF ESTABLISHMENT

BASE: BASE ,HAD DINNER AT A SIT DOWN RESTAURANT, FAST FOOD RESTAURANT OR CAFETERIA/BUFFET

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
NET: HAMBURGER	1 .1	0 -	1 .6	0 -	0 -	0 -	26 2.9	4 1.8	8 2.4	3 3.5	5 3.8	6 5.0	372 55.0	17 51.5	73 45.6	23 32.4	62 48.8	194 69.0
SUBNET: NATIONAL/REGIONAL CHAIN	0 -	0 -	0 -	0 -	0 -	0 -	14 53.8	2 50.0	3 37.5	2 66.7	2 40.0	5 83.3	345 92.7	15 88.2	68 93.2	20 87.0	58 93.5	182 93.8
SUBNET: NON-CHAIN	1 100.0	0 -	1 100.0	0 -	0 -	0 -	12 46.2	2 50.0	5 62.5	1 33.3	3 60.0	1 16.7	27 7.3	2 11.8	5 6.8	3 13.0	4 6.5	12 6.2
NET: SANDWICH	3 .4	1 .2	0 -	0 -	2 2.8	0 -	7 .8	0 -	1 .3	2 2.3	2 1.5	2 1.7	44 6.5	1 3.0	13 8.1	6 8.5	5 3.9	19 6.8
SUBNET: NATIONAL/REGIONAL CHAIN	0 -	0 -	0 -	0 -	0 -	0 -	3 42.9	0 -	0 -	1 50.0	1 50.0	1 50.0	36 81.8	1 100.0	13 100.0	5 83.3	4 80.0	13 68.4
SUBNET: NON-CHAIN	3 100.0	1 100.0	0 -	0 -	2 100.0	0 -	4 57.1	0 -	1 100.0	1 50.0	1 50.0	1 50.0	8 18.2	0 -	0 -	1 16.7	1 20.0	6 31.6
NET: CHICKEN	5 .7	2 .5	1 .6	0 -	1 1.4	1 5.6	14 1.6	2 .9	8 2.4	1 1.2	3 2.3	0 -	26 3.8	1 3.0	8 5.0	4 5.6	9 7.1	4 1.4
SUBNET: NATIONAL/REGIONAL CHAIN	0 -	0 -	0 -	0 -	0 -	0 -	5 35.7	1 50.0	3 37.5	0 -	1 33.3	0 -	18 69.2	1 100.0	3 37.5	4 100.0	7 77.8	3 75.0
SUBNET: NON-CHAIN	5 100.0	2 100.0	1 100.0	0 -	1 100.0	1 100.0	9 64.3	1 50.0	5 62.5	1 100.0	2 66.7	0 -	8 30.8	0 -	5 62.5	0 -	2 22.2	1 25.0
NET: PIZZA	3 .4	1 .2	1 .6	0 -	1 1.4	0 -	57 6.4	13 5.9	12 3.6	8 9.3	14 10.6	10 8.3	23 3.4	1 3.0	4 2.5	4 5.6	8 6.3	6 2.1
SUBNET: NATIONAL/REGIONAL CHAIN	1 33.3	0 -	0 -	0 -	1 100.0	0 -	36 63.2	9 69.2	7 58.3	5 62.5	10 71.4	5 50.0	14 60.9	0 -	3 75.0	2 50.0	7 87.5	2 33.3

Q.6/7 MOST RECENT DINNER OCCASION - TYPE OF ESTABLISHMENT

BASE: BASE ,HAD DINNER AT A SIT DOWN RESTAURANT, FAST FOOD RESTAURANT OR CAFETERIA/BUFFET

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA- VING	COMBO OF CIRC	EA- SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA- VING	COMBO OF CIRC	EA- SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA- VING	COMBO OF CIRC	EA- SIEST THING AVAIL
SUBNET: NON-CHAIN	2 66.7	1 100.0	1 100.0	0 -	0 -	0 -	21 36.8	4 30.8	5 41.7	3 37.5	4 28.6	5 50.0	9 39.1	1 100.0	1 25.0	2 50.0	1 12.5	4 66.7
NET: CAFETERIA	0 -	0 -	0 -	0 -	0 -	0 -	11 1.2	2 .9	8 2.4	0 -	1 .8	0 -	3 .4	1 3.0	1 .6	0 -	0 -	1 .4
SUBNET: NATIONAL/REGIONAL CHAIN	0 -	0 -	0 -	0 -	0 -	0 -	3 27.3	0 -	2 25.0	0 -	1 100.0	0 -	2 66.7	1 100.0	1 100.0	0 -	0 -	0 -
SUBNET: NON-CHAIN	0 -	0 -	0 -	0 -	0 -	0 -	8 72.7	2 100.0	6 75.0	0 -	0 -	0 -	1 33.3	0 -	0 -	0 -	0 -	1 100.0
NET: FAMILY/GEN AL MENU	132 18.9	72 17.3	38 24.5	2 9.1	13 18.3	3 16.7	340 37.9	63 28.5	150 45.0	23 26.7	42 31.8	60 49.6	47 7.0	5 15.2	19 11.9	5 7.0	7 5.5	10 3.6
SUBNET: NATIONAL/REGIONAL CHAIN	10 7.6	2 2.8	8 21.1	0 -	0 -	0 -	98 28.8	14 22.2	49 32.7	5 21.7	12 28.6	18 30.0	35 74.5	4 80.0	14 73.7	4 80.0	5 71.4	7 70.0
SUBNET: NON-CHAIN	122 92.4	70 97.2	30 78.9	2 100.0	13 100.0	3 100.0	242 71.2	49 77.8	101 67.3	18 78.3	30 71.4	42 70.0	12 25.5	1 20.0	5 26.3	1 20.0	2 28.6	3 30.0
NET: OTHER	36 5.2	27 6.5	5 3.2	1 4.5	3 4.2	0 -	24 2.7	8 3.6	7 2.1	1 1.2	5 3.8	3 2.5	20 3.0	2 6.1	7 4.4	3 4.2	4 3.1	4 1.4
SUBNET: NATIONAL/REGIONAL CHAIN	4 11.1	2 7.4	1 20.0	0 -	1 33.3	0 -	4 16.7	3 37.5	0 -	0 -	0 -	1 33.3	14 70.0	2 100.0	6 85.7	1 33.3	3 75.0	2 50.0
SUBNET: NON-CHAIN	32 88.9	25 92.6	4 80.0	1 100.0	2 66.7	0 -	20 83.3	5 62.5	7 100.0	1 100.0	5 100.0	2 66.7	6 30.0	0 -	1 14.3	2 66.7	1 25.0	2 50.0

Q.6/7 MOST RECENT DINNER OCCASION - TYPE OF ESTABLISHMENT

BASE: BASE ,HAD DINNER AT A SIT DOWN RESTAURANT, FAST FOOD RESTAURANT OR CAFETERIA/BUFFET

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
SIGMA	341	200	79	16	33	7	334	96	101	47	58	32	159	6	52	26	34	41
	48.8	48.1	50.8	72.7	46.5	39.0	37.5	43.5	30.3	54.6	43.9	26.7	23.4	18.1	32.5	36.6	26.8	14.6

Q.8 MOST RECENT DINNER OCCASION - AMOUNT SPENT ON DINNER

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
TOTAL	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
NO ANSWER	9	1	5	0	1	1	9	2	4	1	0	1	14	1	7	0	1	5
TOTAL ANSWERING	689	414	150	22	70	17	887	219	329	85	132	120	662	32	153	71	126	276
$1-5	1	0	1	0	0	0	11	3	5	1	1	1	121	2	20	15	20	63
	.1	-	.7	-	-	-	1.2	1.4	1.5	1.2	.8	.8	18.3	6.3	13.1	21.1	15.9	22.8
$6-10	3	1	1	0	0	1	169	21	75	23	17	32	331	16	74	37	59	143
	.4	.2	.7	-	-	5.9	19.1	9.6	22.8	27.1	12.9	26.7	50.0	50.0	48.4	52.1	46.8	51.8
$11-15	17	4	7	0	3	2	214	36	86	32	28	31	140	10	41	13	29	47
	2.5	1.0	4.7	-	4.3	11.8	24.1	16.4	26.1	37.6	21.2	25.8	21.1	31.3	26.8	18.3	23.0	17.0
$16-20	13	5	3	1	4	0	200	44	71	14	39	32	54	3	13	5	12	20
	1.9	1.2	2.0	4.5	5.7	-	22.5	20.1	21.6	16.5	29.5	26.7	8.2	9.4	8.5	7.0	9.5	7.2
$21-30	184	91	52	10	20	7	183	59	63	13	28	20	11	1	4	0	5	1
	26.7	22.0	34.7	45.5	28.6	41.2	20.6	26.9	19.1	15.3	21.2	16.7	1.7	3.1	2.6	-	4.0	.4
$31-40	120	65	33	4	12	3	57	24	20	0	10	3	2	0	1	1	0	0
	17.4	15.7	22.0	18.2	17.1	17.6	6.4	11.0	6.1	-	7.6	2.5	.3	-	.7	1.4	-	-
$41-50	81	57	13	3	3	2	25	15	6	1	3	0	1	0	0	0	0	1
	11.8	13.8	8.7	13.6	4.3	11.8	2.8	6.8	1.8	1.2	2.3	-	.2	-	-	-	-	.4
$51-75	130	85	24	3	13	2	16	9	2	1	3	1	0	0	0	0	0	0
	18.9	20.5	16.0	13.6	18.6	11.8	1.8	4.1	.6	1.2	2.3	.8	-	-	-	-	-	-
$76-100	66	52	9	0	4	0	7	5	1	0	1	0	1	0	0	0	1	0
	9.6	12.6	6.0	-	5.7	-	.8	2.3	.3	-	.8	-	.2	-	-	-	.8	-
$100 OR MORE	74	54	7	1	11	0	5	3	0	0	2	0	1	0	0	0	0	1
	10.7	13.0	4.7	4.5	15.7	-	.6	1.4	-	-	1.5	-	.2	-	-	-	-	.4
MEDIAN	40.80	47.19	33.33	30.00	36.67	27.86	16.24	20.93	14.91	12.89	17.56	14.35	8.17	9.38	8.82	7.77	8.64	7.62

Q.8 MOST RECENT DINNER OCCASION - AMOUNT SPENT ON DINNER

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
MEAN	61.0	67.9	44.7	45.2	70.1	30.8	21.4	29.1	17.8	15.8	26.0	15.9	10.4	11.0	10.1	9.0	11.2	10.6
STD. DEV.	68.7	72.1	34.3	53.0	105.0	15.1	24.7	31.7	10.4	8.9	43.5	7.7	20.0	4.6	5.0	5.2	9.6	29.9
STD. ERR.	2.616	3.543	2.803	11.30	12.55	3.655	.831	2.144	.573	.964	3.786	.703	.778	.822	.404	.620	.854	1.803
SIGMA	689	414	150	22	70	17	887	219	329	85	132	120	662	32	153	71	126	276
	100.0	100.0	100.2	99.9	100.0	100.1	99.9	100.0	99.9	100.1	100.1	100.0	100.2	100.1	100.1	99.9	100.0	100.0

Q.8 MOST RECENT DINNER OCCASION - AVERAGE AMOUNT SPENT ON DINNER PER PERSON

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA- VING	COMBO OF CIRC	EA- SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA- VING	COMBO OF CIRC	EA- SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA- VING	COMBO OF CIRC	EA- SIEST THING AVAIL
TOTAL	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
NO ANSWER	18	5	8	1	1	1	40	8	17	4	1	9	40	2	13	2	6	17
TOTAL ANSWERING	680	410	147	21	70	17	856	213	316	82	131	112	636	31	147	69	121	264
$1-5	11	5	2	1	3	0	314	48	117	45	56	48	583	25	126	62	110	257
	1.6	1.2	1.4	4.8	4.3	-	36.7	22.5	37.0	54.9	42.7	42.9	91.7	80.6	85.7	89.9	90.9	97.3
$6-10	98	46	26	3	14	4	497	145	187	32	69	62	51	6	21	7	10	6
	14.4	11.2	17.7	14.3	20.0	23.5	58.1	68.1	59.2	39.0	52.7	55.4	8.0	19.4	14.3	10.1	8.3	2.3
$11-15	336	190	80	14	36	10	40	17	12	4	5	2	1	0	0	0	1	0
	49.4	46.3	54.4	66.7	51.4	58.8	4.7	8.0	3.8	4.9	3.8	1.8	.2	-	-	-	.8	-
$16-20	132	87	27	2	11	2	2	1	0	1	0	0	0	0	0	0	0	0
	19.4	21.2	18.4	9.5	15.7	11.8	.2	.5	-	1.2	-	-	-	-	-	-	-	-
$21-30	77	60	9	1	5	1	3	2	0	0	1	0	0	0	0	0	0	0
	11.3	14.6	6.1	4.8	7.1	5.9	.4	.9	-	-	.8	-	-	-	-	-	-	-
$31-40	19	15	3	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
	2.8	3.7	2.0	-	1.4	-	-	-	-	-	-	-	-	-	-	-	-	-
$41-50	4	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	.6	1.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
$51-75	2	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	.3	.5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
$76-100	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	.1	.2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
$100 OR MORE	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1
	-	-	-	-	-	-	-	-	-	-	-	-	.2	-	-	-	-	.4
MEDIAN	13.44	14.05	12.84	12.32	12.50	12.25	6.15	7.02	6.10	?	5.69	5.65	?	?	?	?	?	?

NATIONAL RESTAURANT ASSOCIATION STUDY 5703/4323

Q.8 MOST RECENT DINNER OCCASION - AVERAGE AMOUNT SPENT ON DINNER PER PERSON

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
MEAN	15.4	16.7	14.0	12.4	13.4	12.7	6.4	7.3	6.1	5.8	6.3	5.9	3.8	3.8	3.7	3.5	3.6	4.1
STD. DEV.	7.5	8.4	5.5	4.4	5.7	3.7	2.7	3.1	2.3	2.8	2.9	2.3	9.9	1.8	1.4	1.4	1.6	15.2
STD. ERR.	.287	.413	.455	.953	.679	.892	.092	.211	.130	.308	.249	.214	.390	.314	.115	.166	.149	.937
SIGMA	680	410	147	21	70	17	856	213	316	82	131	112	636	31	147	69	121	264
	99.9	99.9	100.0	100.1	99.9	100.0	100.1	100.0	100.0	100.0	100.0	100.1	100.1	100.0	100.0	100.0	100.0	100.0

Q.9 MOST RECENT DINNER OCCASION - WHETHER A COUPON OR SPECIAL OFFER WAS USED

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
TOTAL	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
NO ANSWER	6	1	3	0	1	1	8	2	3	1	1	0	11	0	2	0	2	5
TOTAL ANSWERING	692	414	152	22	70	17	888	219	330	85	131	121	665	33	158	71	125	276
YES	55	27	18	0	8	1	91	11	32	16	15	17	116	5	32	14	24	41
	7.9	6.5	11.8	-	11.4	5.9	10.2	5.0	9.7	18.8	11.5	14.0	17.4	15.2	20.3	19.7	19.2	14.9
NO	637	387	134	22	62	16	797	208	298	69	116	104	549	28	126	57	101	235
	92.1	93.5	88.2	100.0	88.6	94.1	89.8	95.0	90.3	81.2	88.5	86.0	82.6	84.8	79.7	80.3	80.8	85.1
SIGMA	692	414	152	22	70	17	888	219	330	85	131	121	665	33	158	71	125	276
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Q.10 STATEMENT AS A RATING OF HOW RESPONDENT FELT AT TIME DECIDED TO EAT AT REST/CARRY-OUT/HAVE DINNER DELIVERED -- MEAN SUMMARY

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
I/WE FELT LIKE I/WE DESERVED A TREAT OR REWARD																		
MEAN	5.65	6.30	4.61	6.45	4.20	4.50	4.61	6.32	3.72	5.56	4.58	3.33	3.62	7.88	3.06	5.50	4.45	2.58
I/WE WERE IN AN UP MOOD, A PARTY MOOD. I/WE FELT LIKE HAVING FUN																		
MEAN	5.24	6.50	2.94	3.33	4.01	2.78	3.70	6.40	2.50	2.89	3.95	2.27	2.58	6.82	1.98	3.36	3.75	1.68
I/WE HAD SOMETHING TO CELEBRATE																		
MEAN	4.71	6.23	1.66	1.33	4.06	1.28	2.83	5.94	1.48	1.51	2.83	1.54	1.83	5.76	1.46	1.37	2.71	1.28
I/WE JUST HAD A CRAVING FOR SOMETHING DIFFERENT, SOMETHING I/WE DIDN'T HAVE AT HOME																		
MEAN	4.54	4.59	4.74	7.00	3.54	3.17	4.80	5.22	4.54	7.00	4.81	3.17	3.93	5.06	4.06	7.57	4.46	2.55
I/WE WERE FEELING PRETTY RELAXED AND AGREEABLE. I/WE DIDN'T HAVE VERY STRONG FEELINGS ABOUT WHAT, IN PARTICULAR, I/WE WANTED TO EAT. I/WE JUST WENT ALONG WITH SOMEONE ELSE'S SUGGESTION																		
MEAN	2.97	2.95	2.44	3.32	3.91	3.67	3.67	3.87	3.11	3.06	5.02	3.76	3.67	3.97	3.48	3.21	4.87	3.33
I/WE WANTED THE EASIEST THING AVAILABLE--THE OPTION WITH THE LEAST HASSLES																		
MEAN	2.45	2.14	2.37	3.50	3.04	6.83	4.48	2.80	4.06	4.79	5.00	7.81	6.96	4.45	5.56	5.96	6.31	8.60

Q.10 STATEMENT AS A RATING OF HOW RESPONDENT FELT AT TIME DECIDED TO EAT AT REST/CARRY-OUT/HAVE DINNER DELIVERED — MEAN SUMMARY

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
WHAT WITH MEETINGS, WORKING LATE, SOMEBODY OUT OF TOWN, SPORTS, LESSONS, AND CRAZY SCHEDULES I/WE JUST WANTED TO MAKE SURE THAT I/WE GOT SOMETHING TO EAT FOR DINNER																		
MEAN	2.35	2.02	2.23	3.56	3.06	6.67	3.54	2.66	2.59	4.18	4.22	6.51	4.87	3.24	3.03	3.54	4.97	6.39
I/WE DIDN'T HAVE ANY ENERGY LEFT																		
MEAN	1.74	1.51	1.47	3.00	2.57	5.18	2.62	1.67	1.60	3.09	3.51	5.80	3.45	2.03	1.48	2.21	3.56	5.00
IT GOT TOO LATE TO COOK OR DO WHAT I/WE WOULD HAVE REALLY LIKED TO DO FOR DINNER																		
MEAN	1.63	1.36	1.57	2.28	2.29	4.89	2.71	1.68	1.93	3.19	3.32	5.66	3.79	2.27	1.71	2.89	4.46	5.09
I/WE FELT PRESSED FOR TIME																		
MEAN	1.47	1.25	1.30	1.94	2.14	4.89	2.42	1.47	1.56	2.33	2.94	5.84	4.21	2.00	2.35	2.64	3.84	6.09
ALL I/WE WANTED TO DO WAS GET IT OVER WITH. I/WE KNEW WE HAD TO EAT SOMETHING BUT I/WE DIDN'T GIVE TOO MUCH THOUGHT TO WHAT IT WAS ,NOR DID I/WE CARE VERY MUCH																		
MEAN	1.45	1.28	1.25	1.89	2.04	4.44	2.48	1.55	1.59	2.04	3.63	5.49	4.27	2.52	2.24	2.65	4.36	5.98

Q.11 DEGREE TO WHICH STATEMENT HAD TO DO WITH DECISION TO GET DINNER AT SELECTED PLACE — MEAN SUMMARY

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
FOOD QUALITY																		
MEAN	8.61	9.10	9.35	9.35	3.90	8.78	8.27	9.01	9.15	8.68	5.26	7.49	7.16	9.06	8.97	8.27	4.78	6.67
NICE PLACE TO GO																		
MEAN	8.30	8.75	8.94	6.56	5.18	6.67	7.58	8.39	8.48	7.08	5.30	6.43	6.26	8.42	8.13	6.34	4.89	5.54
CLEANLINESS																		
MEAN	7.93	8.17	9.27	6.83	3.62	8.83	7.73	8.05	9.01	7.24	4.44	7.47	7.41	9.27	9.13	7.00	4.91	7.41
FRIENDLY PEOPLE/SERVICE																		
MEAN	7.79	8.13	8.93	6.39	3.73	7.67	7.68	8.20	8.73	7.10	5.03	7.09	6.56	8.67	8.54	6.29	4.74	6.07
FRESH FOOD/INGREDIENTS																		
MEAN	7.41	7.66	8.49	8.22	3.65	6.56	7.23	7.80	8.15	7.92	4.24	6.39	6.30	7.09	8.03	7.51	4.32	5.79
VALUE FOR THE MONEY																		
MEAN	7.08	7.06	8.83	7.47	3.15	8.00	8.00	8.09	8.99	8.35	5.16	7.93	7.39	8.79	8.97	7.80	5.03	7.27
COMFORTABLE SEATING																		
MEAN	7.06	7.21	8.72	3.78	3.32	7.50	7.02	7.08	8.44	5.11	4.25	7.14	6.23	7.82	8.54	5.06	4.40	5.80

Q.11 DEGREE TO WHICH STATEMENT HAD TO DO WITH DECISION TO GET DINNER AT SELECTED PLACE — MEAN SUMMARY

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
FOOD PRESENTATION																		
MEAN	7.00	7.41	8.39	4.61	2.58	5.83	6.40	6.89	7.83	5.09	3.42	5.61	5.10	6.70	7.51	5.06	3.76	4.11
CONVENIENCE OF LOCATION																		
MEAN	6.89	6.42	8.63	6.16	5.59	8.50	7.57	6.92	8.53	6.70	5.98	8.37	8.02	8.42	8.83	7.13	6.59	8.40
THEIR CONSISTENCY																		
MEAN	6.42	6.42	8.14	6.50	2.63	6.72	6.72	6.93	7.90	6.20	3.73	6.68	6.67	7.18	8.36	6.89	4.89	6.39
THEIR VARIETY																		
MEAN	6.37	6.58	7.68	4.72	2.93	5.39	5.99	6.52	7.11	4.14	3.71	5.65	4.51	6.06	6.24	4.39	3.64	3.76
THEY HAVE UNIQUE OR ORIGINAL FOOD																		
MEAN	5.95	6.36	6.10	7.28	3.46	3.94	5.35	6.44	5.53	6.26	3.79	3.91	3.94	5.58	4.61	5.62	3.88	2.95
THE SIZE OF THE PORTIONS																		
MEAN	5.71	5.60	7.39	6.05	2.71	5.22	6.29	6.56	7.45	5.47	3.73	5.95	5.10	6.27	7.09	5.39	4.03	4.21
THEIR PRICE RANGES																		
MEAN	5.63	5.27	7.48	6.63	3.09	7.00	7.74	7.46	8.46	8.49	5.51	8.23	7.91	7.09	8.71	8.18	6.23	8.25

Q.11 DEGREE TO WHICH STATEMENT HAD TO DO WITH DECISION TO GET DINNER AT SELECTED PLACE -- MEAN SUMMARY

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
NO LINES/NO WAITING																		
MEAN	5.44	5.21	7.31	3.61	2.93	6.78	5.94	5.72	6.90	4.57	4.24	6.46	5.94	6.25	7.27	5.85	4.47	5.84
SPEED OF SERVICE																		
MEAN	5.26	4.67	7.21	6.17	2.59	7.56	6.75	6.21	7.61	6.93	4.43	7.78	8.08	6.76	8.74	8.39	5.98	8.70
THE HOURS THEY'RE OPEN																		
MEAN	4.91	4.65	6.50	3.78	2.94	6.47	5.86	5.46	6.89	4.65	4.02	6.59	5.96	6.67	7.52	5.18	4.93	5.66
KIDS LIKE IT																		
MEAN	2.35	2.19	2.83	2.28	2.22	2.47	3.74	3.86	3.80	4.13	3.57	3.30	5.31	6.00	5.30	4.14	6.28	5.11
SPECIAL DEALS/COUPONS																		
MEAN	2.26	2.08	2.75	1.67	2.39	2.28	2.94	2.56	3.04	3.36	3.02	3.02	3.82	3.21	4.71	3.46	3.94	3.42

RESPONDENT'S EMPLOYMENT STATUS

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
TOTAL	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
NO ANSWER	15	9	4	1	0	1	23	4	9	5	1	4	14	1	2	1	3	7
TOTAL ANSWERING	683	406	151	21	71	17	873	217	324	81	131	117	662	32	158	70	124	274
FULL-TIME	419	263	85	13	41	10	487	124	158	47	86	71	372	15	73	40	72	171
	61.3	64.8	56.3	61.9	57.7	58.8	55.8	57.1	48.8	58.0	65.6	60.7	56.2	46.9	46.2	57.1	58.1	62.4
PART-TIME	75	41	16	1	13	1	113	24	42	12	21	14	89	5	20	9	15	39
	11.0	10.1	10.6	4.8	18.3	5.9	12.9	11.1	13.0	14.8	16.0	12.0	13.4	15.6	12.7	12.9	12.1	14.2
RETIRED	113	61	30	4	11	3	169	40	84	14	10	20	108	9	39	11	17	31
	16.5	15.0	19.9	19.0	15.5	17.6	19.4	18.4	25.9	17.3	7.6	17.1	16.3	28.1	24.7	15.7	13.7	11.3
NOT EMPLOYED	76	41	20	3	6	3	104	29	40	8	14	12	93	3	26	10	20	33
	11.1	10.1	13.2	14.3	8.5	17.6	11.9	13.4	12.3	9.9	10.7	10.3	14.0	9.4	16.5	14.3	16.1	12.0
SIGMA	683	406	151	21	71	17	873	217	324	81	131	117	662	32	158	70	124	274
	99.9	100.0	100.0	100.0	100.0	99.9	100.0	100.0	100.0	100.0	99.9	100.1	99.9	100.0	100.1	100.0	100.0	99.9

ANNUAL HOUSEHOLD INCOME

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
TOTAL	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
TOTAL ANSWERING	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
UNDER $10,000 (5.0)	62	34	15	2	3	5	117	31	48	10	13	15	98	6	25	12	16	38
	8.9	8.2	9.7	9.1	4.2	27.8	13.1	14.0	14.4	11.6	9.8	12.4	14.5	18.2	15.6	16.9	12.6	13.5
$10,000 - $19,999 (14.9)	94	54	23	1	11	1	155	41	73	11	20	9	125	10	36	13	30	36
	13.5	13.0	14.8	4.5	15.5	5.6	17.3	18.6	21.9	12.8	15.2	7.4	18.5	30.3	22.5	18.3	23.6	12.8
$20,000 - $29,999 (24.9)	111	61	29	6	12	3	176	46	69	14	24	22	134	6	40	13	21	54
	15.9	14.7	18.7	27.3	16.9	16.7	19.6	20.8	20.7	16.3	18.2	18.2	19.8	18.2	25.0	18.3	16.5	19.2
$30,000 - $44,999 (37.5)	192	116	39	7	19	3	224	45	73	29	46	30	173	6	35	21	33	75
	27.5	28.0	25.2	31.8	26.8	16.7	25.0	20.4	21.9	33.7	34.8	24.8	25.6	18.2	21.9	29.6	26.0	26.7
$45,000 AND OVER (52.5)	239	150	49	6	26	6	224	58	70	22	29	45	146	5	24	12	27	78
	34.2	36.1	31.6	27.3	36.6	33.3	25.0	26.2	21.0	25.6	22.0	37.2	21.6	15.2	15.0	16.9	21.3	27.8
SIGMA	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
	100.0	100.0	100.0	100.0	100.0	100.1	100.0	100.0	99.9	100.0	100.0	100.0	100.0	100.1	100.0	100.0	100.0	100.0

RESPONDENT'S EDUCATION

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
TOTAL	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
NO ANSWER	6	4	2	0	0	0	9	2	5	0	0	2	6	0	2	1	1	2
TOTAL ANSWERING	692	411	153	22	71	18	887	219	328	86	132	119	670	33	158	70	126	279
ATTENDED GRADE SCHOOL	5	3	1	0	0	0	8	1	4	0	2	1	6	1	3	0	1	1
	.7	.7	.7	-	-	-	.9	.5	1.2	-	1.5	.8	.9	3.0	1.9	-	.8	.4
GRADUATED FROM GRADE SCHOOL	9	1	3	1	1	2	22	9	5	4	2	2	16	1	4	0	5	6
	1.3	.2	2.0	4.5	1.4	11.1	2.5	4.1	1.5	4.7	1.5	1.7	2.4	3.0	2.5	-	4.0	2.2
ATTENDED HIGH SCHOOL	44	23	16	2	1	1	71	17	36	3	6	8	52	4	17	7	5	19
	6.4	5.6	10.5	9.1	1.4	5.6	8.0	7.8	11.0	3.5	4.5	6.7	7.8	12.1	10.8	10.0	4.0	6.8
GRADUATED FROM HIGH SCHOOL	229	128	61	4	21	8	317	76	133	34	43	30	256	14	79	27	52	81
	33.1	31.1	39.9	18.2	29.6	44.4	35.7	34.7	40.5	39.5	32.6	25.2	38.2	42.4	50.0	38.6	41.3	29.0
ATTENDED COLLEGE	175	105	39	8	18	2	231	59	82	21	35	33	174	8	39	15	33	79
	25.3	25.5	25.5	36.4	25.4	11.1	26.0	26.9	25.0	24.4	26.5	27.7	26.0	24.2	24.7	21.4	26.2	28.3
GRADUATED FROM COLLEGE	113	71	19	3	15	3	123	30	34	9	26	24	83	3	7	11	16	46
	16.3	17.3	12.4	13.6	21.1	16.7	13.9	13.7	10.4	10.5	19.7	20.2	12.4	9.1	4.4	15.7	12.7	16.5
COLLEGE POST GRADUATE	117	80	14	4	15	2	115	27	34	15	18	21	83	2	9	10	14	47
	16.9	19.5	9.2	18.2	21.1	11.1	13.0	12.3	10.4	17.4	13.6	17.6	12.4	6.1	5.7	14.3	11.1	16.8
SIGMA	692	411	153	22	71	18	887	219	328	86	132	119	670	33	158	70	126	279
	100.0	99.9	100.2	100.0	100.0	100.0	100.0	100.0	100.0	100.0	99.9	99.9	100.1	99.9	100.0	100.0	100.1	100.0

NATIONAL RESTAURANT ASSOCIATION STUDY 5703/4323

HOUSEHOLD SIZE

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
TOTAL	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
TOTAL ANSWERING	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
1 MEMBER	100	61	18	1	15	3	130	31	51	9	24	14	83	4	24	12	14	29
	14.3	14.7	11.6	4.5	21.1	16.7	14.5	14.0	15.3	10.5	18.2	11.6	12.3	12.1	15.0	16.9	11.0	10.3
2 MEMBERS	276	159	73	10	20	7	338	75	149	34	34	45	215	13	56	29	30	85
	39.5	38.3	47.1	45.5	28.2	38.9	37.7	33.9	44.7	39.5	25.8	37.2	31.8	39.4	35.0	40.8	23.6	30.2
3 MEMBERS	130	73	32	7	12	3	164	39	58	16	27	24	124	6	29	9	28	52
	18.6	17.6	20.6	31.8	16.9	16.7	18.3	17.6	17.4	18.6	20.5	19.8	18.3	18.2	18.1	12.7	22.0	18.5
4 MEMBERS	116	78	18	2	13	2	167	45	52	16	27	27	154	6	30	13	30	73
	16.6	18.8	11.6	9.1	18.3	11.1	18.6	20.4	15.6	18.6	20.5	22.3	22.8	18.2	18.8	18.3	23.6	26.0
5 OR MORE MEMBERS	76	44	14	2	11	3	97	31	23	11	20	11	100	4	21	8	25	42
	10.9	10.6	9.0	9.1	15.5	16.7	10.8	14.0	6.9	12.8	15.2	9.1	14.8	12.1	13.1	11.3	19.7	14.9
SIGMA	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
	99.9	100.0	99.9	100.0	100.0	100.1	99.9	99.9	99.9	100.0	100.2	100.0	100.0	100.0	100.0	100.0	99.9	99.9

RESPONDENT'S SEX

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
TOTAL	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
TOTAL ANSWERING	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
MALE	347	209	74	14	36	5	423	105	156	40	65	55	321	13	71	37	56	141
	49.7	50.4	47.7	63.6	50.7	27.8	47.2	47.5	46.8	46.5	49.2	45.5	47.5	39.4	44.4	52.1	44.1	50.2
FEMALE	351	206	81	8	35	13	473	116	177	46	67	66	355	20	89	34	71	140
	50.3	49.6	52.3	36.4	49.3	72.2	52.8	52.5	53.2	53.5	50.8	54.5	52.5	60.6	55.6	47.9	55.9	49.8
SIGMA	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

GEOGRAPHIC DIVISION

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
TOTAL	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
TOTAL ANSWERING	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
NEW ENGLAND	55	30	11	3	5	3	47	10	16	9	5	7	35	2	8	4	3	18
	7.9	7.2	7.1	13.6	7.0	16.7	5.2	4.5	4.8	10.5	3.8	5.8	5.2	6.1	5.0	5.6	2.4	6.4
MIDDLE ATLANTIC	138	81	38	3	13	2	125	24	54	11	17	19	98	4	22	10	23	38
	19.8	19.5	24.5	13.6	18.3	11.1	14.0	10.9	16.2	12.8	12.9	15.7	14.5	12.1	13.8	14.1	18.1	13.5
EAST NORTH CENTRAL	119	70	30	1	14	1	176	39	68	10	34	23	122	1	39	7	26	49
	17.0	16.9	19.4	4.5	19.7	5.6	19.6	17.6	20.4	11.6	25.8	19.0	18.0	3.0	24.4	9.9	20.5	17.4
WEST NROTH CENTRAL	45	29	6	2	5	1	77	27	26	4	11	8	59	3	16	8	12	20
	6.4	7.0	3.9	9.1	7.0	5.6	8.6	12.2	7.8	4.7	8.3	6.6	8.7	9.1	10.0	11.3	9.4	7.1
SOUTH ATLANTIC	117	72	25	1	13	3	144	33	57	18	14	22	119	6	27	10	26	48
	16.8	17.3	16.1	4.5	18.3	16.7	16.1	14.9	17.1	20.9	10.6	18.2	17.6	18.2	16.9	14.1	20.5	17.1
EAST SOUTH CENTRAL	24	14	6	1	1	1	57	17	23	5	9	3	50	9	12	5	6	18
	3.4	3.4	3.9	4.5	1.4	5.6	6.4	7.7	6.9	5.8	6.8	2.5	7.4	27.3	7.5	7.0	4.7	6.4
WEST SOUTH CENTRAL	63	36	14	2	7	3	98	24	31	14	19	10	77	3	17	9	14	34
	9.0	8.7	9.0	9.1	9.9	16.7	10.9	10.9	9.3	16.3	14.4	8.3	11.4	9.1	10.6	12.7	11.0	12.1
MOUNTAIN	38	23	8	1	3	1	50	14	21	5	7	3	41	2	9	12	5	13
	5.4	5.5	5.2	4.5	4.2	5.6	5.6	6.3	6.3	5.8	5.3	2.5	6.1	6.1	5.6	16.9	3.9	4.6
PACIFIC	99	60	17	8	10	3	122	33	37	10	16	26	75	3	10	6	12	43
	14.2	14.5	11.0	36.4	14.1	16.7	13.6	14.9	11.1	11.6	12.1	21.5	11.1	9.1	6.3	8.5	9.4	15.3
SIGMA	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
	99.9	100.0	100.1	99.8	99.9	100.3	100.0	99.9	99.9	100.0	100.0	100.1	100.0	100.1	100.1	100.1	99.9	99.9

MARKET SIZE

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
TOTAL	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
TOTAL ANSWERING	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
NON RMA AND RMAS UNDER 50,000	171	96	41	4	19	5	274	68	120	20	38	28	216	12	63	22	40	79
	24.5	23.1	26.5	18.2	26.8	27.8	30.6	30.8	36.0	23.3	28.8	23.1	32.0	36.4	39.4	31.0	31.5	28.1
50,000 - 499,999	124	70	19	6	20	3	187	39	69	25	26	27	143	7	29	23	20	62
	17.8	16.9	12.3	27.3	28.2	16.7	20.9	17.6	20.7	29.1	19.7	22.3	21.2	21.2	18.1	32.4	15.7	22.1
500,000 - 1,999,999	119	71	31	3	7	6	168	54	59	15	21	18	130	7	32	11	22	57
	17.0	17.1	20.0	13.6	9.9	33.3	18.8	24.4	17.7	17.4	15.9	14.9	19.2	21.2	20.0	15.5	17.3	20.3
2,000,000 AND OVER	284	178	64	9	25	4	267	60	85	26	47	48	187	7	36	15	45	83
	40.7	42.9	41.3	40.9	35.2	22.2	29.8	27.1	25.5	30.2	35.6	39.7	27.7	21.2	22.5	21.1	35.4	29.5
SIGMA	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
	100.0	100.0	100.1	100.0	100.1	100.0	100.1	99.9	99.9	100.0	100.0	100.0	100.1	100.0	100.0	100.0	99.9	100.0

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LIFESTAGE

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
TOTAL	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
TOTAL ANSWERING	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
YOUNG SINGLES	23	15	3	0	5	0	28	9	4	1	11	3	18	1	0	2	4	11
	3.3	3.6	1.9	-	7.0	-	3.1	4.1	1.2	1.2	8.3	2.5	2.7	3.0	-	2.8	3.1	3.9
MIDDLE SINGLES	58	34	13	0	9	1	67	15	30	4	13	5	45	2	15	6	7	15
	8.3	8.2	8.4	-	12.7	5.6	7.5	6.8	9.0	4.7	9.8	4.1	6.7	6.1	9.4	8.5	5.5	5.3
OLDER SINGLES	19	12	2	1	1	2	35	7	17	4	0	6	20	1	9	4	3	3
	2.7	2.9	1.3	4.5	1.4	11.1	3.9	3.2	5.1	4.7	-	5.0	3.0	3.0	5.6	5.6	2.4	1.1
YOUNG COUPLE	62	36	10	4	9	1	69	21	19	7	11	11	56	2	7	11	9	27
	8.9	8.7	6.5	18.2	12.7	5.6	7.7	9.5	5.7	8.1	8.3	9.1	8.3	6.1	4.4	15.5	7.1	9.6
WORKING OLDER COUPLE	104	59	33	3	5	2	132	27	56	16	16	16	73	5	18	10	8	31
	14.9	14.2	21.3	13.6	7.0	11.1	14.7	12.2	16.8	18.6	12.1	13.2	10.8	15.2	11.3	14.1	6.3	11.0
RETIRED OLDER COUPLE	92	49	31	1	7	1	130	26	72	9	7	16	83	6	31	7	11	27
	13.2	11.8	20.0	4.5	9.9	5.6	14.5	11.8	21.6	10.5	5.3	13.2	12.3	18.2	19.4	9.9	8.7	9.6
YOUNG PARENT	123	74	24	5	15	1	160	43	43	20	30	23	164	5	25	14	39	81
	17.6	17.8	15.5	22.7	21.1	5.6	17.9	19.5	12.9	23.3	22.7	19.0	24.3	15.2	15.6	19.7	30.7	28.8
MIDDLE PARENT	92	53	22	3	8	3	133	34	46	14	25	14	119	4	28	10	25	50
	13.2	12.8	14.2	13.6	11.3	16.7	14.8	15.4	13.8	16.3	18.9	11.6	17.6	12.1	17.5	14.1	19.7	17.8
OLDER PARENT	106	73	15	3	10	4	127	35	44	9	16	23	91	7	26	6	19	33
	15.2	17.6	9.7	13.6	14.1	22.2	14.2	15.8	13.2	10.5	12.1	19.0	13.5	21.2	16.3	8.5	15.0	11.7
ROOMMATES	19	10	2	2	2	3	15	4	2	2	3	4	7	0	1	1	2	3
	2.7	2.4	1.3	9.1	2.8	16.7	1.7	1.8	.6	2.3	2.3	3.3	1.0	-	.6	1.4	1.6	1.1
SIGMA	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
	100.0	100.0	100.1	99.8	100.0	100.2	100.0	100.1	99.9	100.2	99.8	100.0	100.2	100.1	100.1	100.1	100.1	99.9

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Q.1 MOST RECENT DINNER OCCASION - DAY OF THE WEEK

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
TOTAL	342	67	138	39	38	60	755	18	104	232	139	236	268	5	14	96	77	58
NO ANSWER	7	0	4	2	1	0	3	0	0	1	0	0	8	0	2	3	0	3
TOTAL ANSWERING	335	67	134	37	37	60	752	18	104	231	139	236	260	5	12	93	77	55
SUNDAY	74	22	30	8	9	5	92	3	16	26	18	25	36	0	2	9	14	8
	22.1	32.8	22.4	21.6	24.3	8.3	12.2	16.7	15.4	11.3	12.9	10.6	13.8	-	16.7	9.7	18.2	14.5
MONDAY	26	3	8	4	3	8	70	0	5	22	12	30	22	0	2	6	6	8
	7.8	4.5	6.0	10.8	8.1	13.3	9.3	-	4.8	9.5	8.6	12.7	8.5	-	16.7	6.5	7.8	14.5
TUESDAY	34	7	12	4	1	10	88	2	14	18	18	34	15	0	1	6	6	2
	10.1	10.4	9.0	10.8	2.7	16.7	11.7	11.1	13.5	7.8	12.9	14.4	5.8	-	8.3	6.5	7.8	3.6
WEDNESDAY	39	2	18	6	5	8	93	1	12	31	13	31	34	0	0	15	9	5
	11.6	3.0	13.4	16.2	13.5	13.3	12.4	5.6	11.5	13.4	9.4	13.1	13.1	-	-	16.1	11.7	9.1
THURSDAY	46	8	17	6	4	11	118	2	12	38	23	39	28	1	0	8	7	9
	13.7	11.9	12.7	16.2	10.8	18.3	15.7	11.1	11.5	16.5	16.5	16.5	10.8	20.0	-	8.6	9.1	16.4
FRIDAY	52	9	21	7	7	8	159	5	21	58	29	42	73	3	4	25	22	17
	15.5	13.4	15.7	18.9	18.9	13.3	21.1	27.8	20.2	25.1	20.9	17.8	28.1	60.0	33.3	26.9	28.6	30.9
SATURDAY	64	16	28	2	8	10	132	5	24	38	26	35	52	1	3	24	13	6
	19.1	23.9	20.9	5.4	21.6	16.7	17.6	27.8	23.1	16.5	18.7	14.8	20.0	20.0	25.0	25.8	16.9	10.9
SIGMA	335	67	134	37	37	60	752	18	104	231	139	236	260	5	12	93	77	55
	99.9	99.9	100.1	99.9	99.9	99.9	100.0	100.1	100.0	100.1	99.9	99.9	100.1	100.0	100.0	100.1	100.1	99.9

Q.2 MOST RECENT DINNER OCCASION - TIME OF DAY WHEN ARRIVED

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
TOTAL	342	67	138	39	38	60	755	18	104	232	139	236	268	5	14	96	77	58
NO ANSWER	16	4	11	1	0	0	16	0	3	3	3	4	8	0	2	3	0	3
TOTAL ANSWERING	326	63	127	38	38	60	739	18	101	229	136	232	260	5	12	93	77	55
4 TO 5PM	106	23	44	9	9	21	153	3	28	45	31	42	17	1	1	5	4	4
	32.5	36.5	34.6	23.7	23.7	35.0	20.7	16.7	27.7	19.7	22.8	18.1	6.5	20.0	8.3	5.4	5.2	7.3
5 TO 6PM	80	14	31	11	9	15	211	4	22	64	36	76	41	0	4	17	8	11
	24.5	22.2	24.4	28.9	23.7	25.0	28.6	22.2	21.8	27.9	26.5	32.8	15.8	-	33.3	18.3	10.4	20.0
6 TO 7PM	89	17	37	10	12	13	205	6	30	67	32	66	88	1	5	25	28	22
	27.3	27.0	29.1	26.3	31.6	21.7	27.7	33.3	29.7	29.3	23.5	28.4	33.8	20.0	41.7	26.9	36.4	40.0
7 TO 8PM	39	8	10	6	5	10	104	3	11	32	24	31	65	1	1	22	25	11
	12.0	12.7	7.9	15.8	13.2	16.7	14.1	16.7	10.9	14.0	17.6	13.4	25.0	20.0	8.3	23.7	32.5	20.0
8 TO 9PM	5	1	2	0	1	1	42	0	5	19	7	9	25	1	0	12	8	3
	1.5	1.6	1.6	-	2.6	1.7	5.7	-	5.0	8.3	5.1	3.9	9.6	20.0	-	12.9	10.4	5.5
9 TO 10PM	2	0	1	1	0	0	14	0	2	1	5	6	19	1	0	9	4	4
	.6	-	.8	2.6	-	-	1.9	-	2.0	.4	3.7	2.6	7.3	20.0	-	9.7	5.2	7.3
AFTER 10PM	5	0	2	1	2	0	10	2	3	1	1	2	5	0	1	3	0	0
	1.5	-	1.6	2.6	5.3	-	1.4	11.1	3.0	.4	.7	.9	1.9	-	8.3	3.2	-	-
SIGMA	326	63	127	38	38	60	739	18	101	229	136	232	260	5	12	93	77	55
	99.9	100.0	100.0	99.9	100.1	100.1	100.1	100.0	100.1	100.0	99.9	100.1	99.9	100.0	99.9	100.1	100.1	100.1

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Q.3 MOST RECENT DINNER OCCASION - WHEN DECISION WAS MADE TO GO THERE/TO PURCHASE CARRY OUT/TO CALL

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
TOTAL	342	67	138	39	38	60	755	18	104	232	139	236	268	5	14	96	77	58
NO ANSWER	4	0	3	0	1	0	3	0	0	0	1	1	8	0	2	3	0	3
TOTAL ANSWERING	338	67	135	39	37	60	752	18	104	232	138	235	260	5	12	93	77	55
LESS THAN AN HOUR BEFORE GOING THERE	136	10	54	17	17	38	455	6	62	120	83	172	173	2	8	59	49	44
	40.2	14.9	40.0	43.6	45.9	63.3	60.5	33.3	59.6	51.7	60.1	73.2	66.5	40.0	66.7	63.4	63.6	80.0
ONE TO TWO HOURS IN ADVANCE	57	7	23	9	5	13	144	4	13	54	32	33	46	1	2	14	19	7
	16.9	10.4	17.0	23.1	13.5	21.7	19.1	22.2	12.5	23.3	23.2	14.0	17.7	20.0	16.7	15.1	24.7	12.7
ON THE SAME DAY, BUT MORE THAN TWO HOURS IN ADVANCE	69	18	34	7	8	2	120	6	23	46	18	22	32	1	2	17	7	3
	20.4	26.9	25.2	17.9	21.6	3.3	16.0	33.3	22.1	19.8	13.0	9.4	12.3	20.0	16.7	18.3	9.1	5.5
A DAY OR MORE IN ADVANCE	76	32	24	6	7	7	33	2	6	12	5	8	9	1	0	3	2	1
	22.5	47.8	17.8	15.4	18.9	11.7	4.4	11.1	5.8	5.2	3.6	3.4	3.5	20.0	-	3.2	2.6	1.8
SIGMA	338	67	135	39	37	60	752	18	104	232	138	235	260	5	12	93	77	55
	100.0	100.0	100.0	100.0	99.9	100.0	100.0	99.9	100.0	100.0	99.9	100.0	100.0	100.0	100.1	100.0	100.0	100.0

Q.4A MOST RECENT DINNER OCCASION - LOCATION WHERE PIRCKED UP/DELIVERED FOOD WAS EATEN

BASE: MOST RECENT DINNER OCCASION WAS CARRY-OUT, DELIVERED

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
TOTAL	0	0	0	0	0	0	755	18	104	232	139	236	268	5	14	96	77	58
NO ANSWER	0	0	0	0	0	0	56	3	10	13	10	17	15	0	3	3	3	6
TOTAL ANSWERING	0	0	0	0	0	0	699	15	94	219	129	219	253	5	11	93	74	52
OWN HOME	0	0	0	0	0	0	556	6	77	188	97	172	230	4	11	87	67	48
	-	-	-	-	-	-	79.5	40.0	81.9	85.8	75.2	78.5	90.9	80.0	100.0	93.5	90.5	92.3
HOME OF FRIEND/RELATIVE	0	0	0	0	0	0	31	3	3	10	8	7	8	1	0	3	1	1
	-	-	-	-	-	-	4.4	20.0	3.2	4.6	6.2	3.2	3.2	20.0	-	3.2	1.4	1.9
IN THE CAR/TRAVELING	0	0	0	0	0	0	26	2	2	3	6	11	1	0	0	0	0	1
	-	-	-	-	-	-	3.7	13.3	2.1	1.4	4.7	5.0	.4	-	-	-	-	1.9
PICNIC/CAMPING	0	0	0	0	0	0	18	2	2	6	2	5	0	0	0	0	0	0
	-	-	-	-	-	-	2.6	13.3	2.1	2.7	1.6	2.3	-	-	-	-	-	-
AT WORK/SCHOOL	0	0	0	0	0	0	12	0	1	1	2	7	3	0	0	0	1	2
	-	-	-	-	-	-	1.7	-	1.1	.5	1.6	3.2	1.2	-	-	-	1.4	3.8
NAME RESTAURANT/DELI/STORE	0	0	0	0	0	0	46	2	9	9	11	12	9	0	0	3	4	0
	-	-	-	-	-	-	6.6	13.3	9.6	4.1	8.5	5.5	3.6	-	-	3.2	5.4	-
OTHER LOCATION	0	0	0	0	0	0	10	0	0	2	3	5	2	0	0	0	1	0
	-	-	-	-	-	-	1.4	-	-	.9	2.3	2.3	.8	-	-	-	1.4	-
SIGMA	0	0	0	0	0	0	699	15	94	219	129	219	253	5	11	93	74	52
	-	-	-	-	-	-	99.9	99.9	100.0	100.0	100.1	100.0	100.1	100.0	100.0	99.9	100.1	99.9

Q.48 MOST RECENT DINNER OCCASION - TOTAL TIME SPENT IN RESTAURANT/EATING DINNER

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
TOTAL	342	67	138	39	38	60	755	18	104	232	139	236	268	5	14	96	77	58
NO ANSWER	2	0	2	0	0	0	6	0	0	2	0	3	9	0	2	3	1	3
TOTAL ANSWERING	340	67	136	39	38	60	749	18	104	230	139	233	259	5	12	93	76	55
LESS THAN 10 MINUTES (5)	4	1	0	2	0	1	27	0	5	4	5	12	4	0	0	1	0	2
	1.2	1.5	-	5.1	-	1.7	3.6	-	4.8	1.7	3.6	5.2	1.5	-	-	1.1	-	3.6
10 TO 20 MINUTES (15)	9	1	3	1	2	2	179	1	18	40	42	72	59	0	1	14	23	19
	2.6	1.5	2.2	2.6	5.3	3.3	23.9	5.6	17.3	17.4	30.2	30.9	22.8	-	8.3	15.1	30.3	34.5
20 TO 30 MINUTES (25)	22	2	1	3	4	12	281	5	39	84	52	91	95	1	6	33	24	23
	6.5	3.0	.7	7.7	10.5	20.0	37.5	27.8	37.5	36.5	37.4	39.1	36.7	20.0	50.0	35.5	31.6	41.8
30 TO 45 MINUTES (37.5)	69	8	32	4	8	16	183	4	28	67	32	46	64	2	3	27	21	7
	20.0	11.9	23.5	10.3	21.1	26.7	24.4	22.2	26.9	29.1	23.0	19.7	24.7	40.0	25.0	29.0	27.6	12.7
45 MINUTES TO 1 HOUR (52.5)	141	19	64	22	13	23	64	6	11	28	7	10	28	1	1	12	8	3
	41.5	28.4	47.1	56.4	34.2	38.3	8.5	33.3	10.6	12.2	5.0	4.3	10.8	20.0	8.3	12.9	10.5	5.5
1 TO 1 1/2 HOURS (75)	75	24	29	6	10	6	10	1	3	3	1	2	4	1	1	2	0	0
	22.1	35.8	21.3	15.4	26.3	10.0	1.3	5.6	2.9	1.3	.7	.9	1.5	20.0	8.3	2.2	-	-
1 1/2 TO 2 HOURS (105)	9	4	3	1	1	0	4	0	0	4	0	0	3	0	0	2	0	1
	2.6	6.0	2.2	2.6	2.6	-	.5	-	-	1.7	-	-	1.2	-	-	2.2	-	1.8
OVER 2 HOURS (135)	12	8	4	0	0	0	1	1	0	0	0	0	2	0	0	2	0	0
	3.5	11.9	2.9	-	-	-	.1	5.6	-	-	-	-	.8	-	-	2.2	-	-
MEAN	55.4	69.7	56.3	50.3	51.8	43.2	28.5	45.3	30.0	31.9	25.9	25.0	31.0	45.5	33.8	35.6	28.3	25.4
STD. DEV.	24.0	31.3	21.1	19.7	20.4	16.3	14.6	27.1	14.4	16.1	11.7	11.7	17.9	19.2	16.3	22.5	12.0	15.2
STD. ERR.	1.301	3.830	1.813	3.148	3.313	2.099	.533	6.381	1.412	1.061	.992	.766	1.112	8.566	4.692	2.334	1.376	2.048
SIGMA	340	67	136	39	38	60	749	18	104	230	139	233	259	5	12	93	76	55
	100.0	100.0	99.9	100.1	100.0	100.0	99.8	100.1	100.0	99.9	99.9	100.1	100.0	100.0	99.9	100.2	100.0	99.9

NATIONAL RESTAURANT ASSOCIATION STUDY 5703/4323

Q.5A MOST RECENT DINNER OCCASION - TOTAL PEOPLE IN PARTY

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
TOTAL	342	67	138	39	38	60	755	18	104	232	139	236	268	5	14	96	77	58
NO ANSWER	17	1	11	2	2	1	27	0	5	9	5	8	17	0	4	6	3	4
TOTAL ANSWERING	325	66	127	37	36	59	728	18	99	223	134	228	251	5	10	90	74	54
TOTAL PEOPLE IN PARTY																		
1	24	0	7	4	4	9	86	2	7	17	15	41	19	0	0	9	4	3
	7.4	-	5.5	10.8	11.1	15.3	11.8	11.1	7.1	7.6	11.2	18.0	7.6	-	-	10.0	5.4	5.6
2	115	22	49	15	7	22	213	4	32	76	34	62	72	3	0	29	20	17
	35.4	33.3	38.6	40.5	19.4	37.3	29.3	22.2	32.3	34.1	25.4	27.2	28.7	60.0	-	32.2	27.0	31.5
3	53	8	20	5	10	10	157	4	19	50	22	53	62	0	3	23	20	12
	16.3	12.1	15.7	13.5	27.8	16.9	21.6	22.2	19.2	22.4	16.4	23.2	24.7	-	30.0	25.6	27.0	22.2
4	73	12	29	9	12	11	156	4	24	43	36	44	43	0	3	12	12	13
	22.5	18.2	22.8	24.3	33.3	18.6	21.4	22.2	24.2	19.3	26.9	19.3	17.1	-	30.0	13.3	16.2	24.1
5	22	6	9	2	1	4	66	0	12	22	13	17	31	2	2	8	11	5
	6.8	9.1	7.1	5.4	2.8	6.8	9.1	-	12.1	9.9	9.7	7.5	12.4	40.0	20.0	8.9	14.9	9.3
6	21	8	10	1	1	1	32	2	3	10	9	7	13	0	2	6	3	2
	6.5	12.1	7.9	2.7	2.8	1.7	4.4	11.1	3.0	4.5	6.7	3.1	5.2	-	20.0	6.7	4.1	3.7
7	2	1	1	0	0	0	7	1	1	1	1	3	6	0	0	2	2	1
	.6	1.5	.8	-	-	-	1.0	5.6	1.0	.4	.7	1.3	2.4	-	-	2.2	2.7	1.9
8	4	2	1	1	0	0	6	1	0	2	2	1	5	0	0	1	2	1
	1.2	3.0	.8	2.7	-	-	.8	5.6	-	.9	1.5	.4	2.0	-	-	1.1	2.7	1.9
9	3	1	1	0	1	0	1	0	0	1	0	0	0	0	0	0	0	0
	.9	1.5	.8	-	2.8	-	.1	-	-	.4	-	-	-	-	-	-	-	-
10	0	0	0	0	0	0	4	0	1	1	2	0	0	0	0	0	0	0
	-	-	-	-	-	-	.5	-	1.0	.4	1.5	-	-	-	-	-	-	-
11 OR MORE	8	6	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0
	2.5	9.1	-	-	-	3.4	-	-	-	-	-	-	-	-	-	-	-	-

Q.5A MOST RECENT DINNER OCCASION - TOTAL PEOPLE IN PARTY

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
MEAN	4.1	6.7	3.2	2.9	3.2	4.0	3.1	3.6	3.2	3.2	3.4	2.9	3.3	3.2	4.3	3.1	3.4	3.3
STD. DEV.	7.0	12.7	1.5	1.5	1.5	8.5	1.6	2.0	1.5	1.5	1.7	1.4	1.6	1.6	1.2	1.6	1.6	1.5
STD. ERR.	.386	1.558	.137	.248	.255	1.103	.057	.472	.150	.102	.151	.095	.100	.735	.367	.165	.186	.202
SIGMA	325	66	127	37	36	59	728	18	99	223	134	228	251	5	10	90	74	54
	100.1	99.9	100.0	99.9	100.0	100.0	100.0	100.0	99.9	99.9	100.0	100.0	100.1	100.0	100.0	100.0	100.0	100.2

Q.5B MOST RECENT DINNER OCCASION - NUMBER OF ADULTS

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
TOTAL	342	67	138	39	38	60	755	18	104	232	139	236	268	5	14	96	77	58
NO ANSWER	18	1	11	2	3	1	28	0	6	9	5	8	20	0	4	6	4	6
TOTAL ANSWERING	324	66	127	37	35	59	727	18	98	223	134	228	248	5	10	90	73	52
NUMBER OF ADULTS IN PARTY																		
0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0
	-	-	-	-	-	-	.1	-	-	-	.7	-	-	-	-	-	-	-
1	34	1	11	4	8	10	127	5	13	22	25	58	38	0	0	21	9	4
	10.5	1.5	8.7	10.8	22.9	16.9	17.5	27.8	13.3	9.9	18.7	25.4	15.3	-	-	23.3	12.3	7.7
2	164	28	70	20	15	31	421	5	54	137	82	127	153	3	6	51	44	40
	50.6	42.4	55.1	54.1	42.9	52.5	57.9	27.8	55.1	61.4	61.2	55.7	61.7	60.0	60.0	56.7	60.3	76.9
3	41	8	17	5	5	6	97	2	11	40	13	27	31	0	2	8	15	4
	12.7	12.1	13.4	13.5	14.3	10.2	13.3	11.1	11.2	17.9	9.7	11.8	12.5	-	20.0	8.9	20.5	7.7
4	60	15	23	7	6	9	59	5	16	19	8	10	20	1	2	8	3	4
	18.5	22.7	18.1	18.9	17.1	15.3	8.1	27.8	16.3	8.5	6.0	4.4	8.1	20.0	20.0	8.9	4.1	7.7
5	9	3	4	0	0	2	12	0	2	4	2	4	3	1	0	0	1	0
	2.8	4.5	3.1	-	-	3.4	1.7	-	2.0	1.8	1.5	1.8	1.2	20.0	-	-	1.4	-
6	6	3	2	1	0	0	6	0	1	1	2	1	3	0	0	2	1	0
	1.9	4.5	1.6	2.7	-	-	.8	-	1.0	.4	1.5	.4	1.2	-	-	2.2	1.4	-
7	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0
	.3	1.5	-	-	-	-	.1	-	-	-	-	.4	-	-	-	-	-	-
8	3	3	0	0	0	0	2	1	0	0	1	0	0	0	0	0	0	0
	.9	4.5	-	-	-	-	.3	5.6	-	-	.7	-	-	-	-	-	-	-
9	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
	.3	-	-	-	2.9	-	-	-	-	-	-	-	-	-	-	-	-	-
10	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0
	-	-	-	-	-	-	.1	-	1.0	-	-	-	-	-	-	-	-	-
11 OR MORE	5	4	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
	1.5	6.1	-	-	-	1.7	-	-	-	-	-	-	-	-	-	-	-	-

Q.58 MOST RECENT DINNER OCCASION - NUMBER OF ADULTS

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
MEAN	3.3	6.0	2.6	2.5	2.5	2.6	2.2	2.7	2.5	2.3	2.2	2.0	2.2	3.0	2.6	2.1	2.3	2.2
STD. DEV.	5.9	12.5	1.1	1.1	1.5	2.3	1.0	1.8	1.3	.9	1.1	.9	.9	1.4	.8	1.0	.9	.7
STD. ERR.	.330	1.541	.096	.180	.257	.298	.039	.419	.131	.058	.094	.062	.059	.632	.267	.107	.103	.093
SIGMA	324	66	127	37	35	59	727	18	98	223	134	228	248	5	10	90	73	52
	100.0	99.8	100.0	100.0	100.1	100.0	99.9	100.1	99.9	99.9	100.0	99.9	100.0	100.0	100.0	100.0	100.0	100.0

Q.5C MOST RECENT DINNER OCCASION - NUMBER OF CHILDREN AGE 12 OR UNDER

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
TOTAL	342	67	138	39	38	60	755	18	104	232	139	236	268	5	14	96	77	58
NO ANSWER	199	36	83	25	19	36	401	6	59	132	66	124	128	3	8	45	36	28
TOTAL ANSWERING	143	31	55	14	19	24	354	12	45	100	73	112	140	2	6	51	41	30
NUMBER OF CHILDREN AGE 12 OR UNDER																		
0	55	14	18	7	5	11	72	5	7	23	8	27	20	1	0	7	7	2
	38.5	45.2	32.7	50.0	26.3	45.8	20.3	41.7	15.6	23.0	11.0	24.1	14.3	50.0	-	13.7	17.1	6.7
1	34	4	13	4	7	6	119	4	22	34	19	36	57	1	2	25	14	12
	23.8	12.9	23.6	28.6	36.8	25.0	33.6	33.3	48.9	34.0	26.0	32.1	40.7	50.0	33.3	49.0	34.1	40.0
2	35	6	18	1	4	6	112	1	12	32	29	33	27	0	1	10	5	9
	24.5	19.4	32.7	7.1	21.1	25.0	31.6	8.3	26.7	32.0	39.7	29.5	19.3	-	16.7	19.6	12.2	30.0
3	15	5	5	1	3	1	38	2	3	7	13	12	24	0	2	6	11	4
	10.5	16.1	9.1	7.1	15.8	4.2	10.7	16.7	6.7	7.0	17.8	10.7	17.1	-	33.3	11.8	26.8	13.3
4	3	1	1	1	0	0	12	0	1	3	4	4	8	0	1	2	3	2
	2.1	3.2	1.8	7.1	-	-	3.4	-	2.2	3.0	5.5	3.6	5.7	-	16.7	3.9	7.3	6.7
5	0	0	0	0	0	0	0	0	0	0	0	0	4	0	0	1	1	1
	-	-	-	-	-	-	-	-	-	-	-	-	2.9	-	-	2.0	2.4	3.3
6	1	1	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0
	.7	3.2	-	-	-	-	.3	-	-	1.0	-	-	-	-	-	-	-	-
MEAN	1.2	1.3	1.2	.9	1.3	.9	1.4	1.0	1.3	1.4	1.8	1.4	1.7	.5	2.3	1.5	1.8	1.8
STD. DEV.	1.2	1.5	1.1	1.3	1.0	.9	1.1	1.1	.9	1.1	1.0	1.1	1.2	.7	1.2	1.1	1.3	1.2
STD. ERR.	.099	.276	.144	.339	.240	.193	.057	.326	.134	.111	.121	.102	.105	.500	.494	.157	.210	.215
SIGMA	143	31	55	14	19	24	354	12	45	100	73	112	140	2	6	51	41	30
	100.1	100.0	99.9	99.9	100.0	100.0	99.9	100.0	100.1	100.0	100.0	100.0	100.0	100.0	100.0	100.0	99.9	100.0

Q.5D MOST RECENT DINNER OCCASION - NUMBER OF CHILDREN AGE 13-17

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
TOTAL	342	67	138	39	38	60	755	18	104	232	139	236	268	5	14	96	77	58
NO ANSWER	259	50	107	27	27	48	568	10	84	178	104	170	205	4	11	76	57	46
TOTAL ANSWERING	83	17	31	12	11	12	187	8	20	54	35	66	63	1	3	20	20	12
NUMBER OF CHILDREN AGE 13 TO 17																		
0	55	12	18	9	7	9	91	6	7	24	13	39	30	1	0	10	11	5
	66.3	70.6	58.1	75.0	63.6	75.0	48.7	75.0	35.0	44.4	37.1	59.1	47.6	100.0	-	50.0	55.0	41.7
1	21	4	10	3	3	1	65	1	11	17	14	20	18	0	3	7	3	4
	25.3	23.5	32.3	25.0	27.3	8.3	34.8	12.5	55.0	31.5	40.0	30.3	28.6	-	100.0	35.0	15.0	33.3
2	4	0	3	0	0	1	22	0	1	9	6	6	13	0	0	2	5	3
	4.8	-	9.7	-	-	8.3	11.8	-	5.0	16.7	17.1	9.1	20.6	-	-	10.0	25.0	25.0
3	2	1	0	0	1	0	6	1	1	3	1	0	1	0	0	0	1	0
	2.4	5.9	-	-	9.1	-	3.2	12.5	5.0	5.6	2.9	-	1.6	-	-	-	5.0	-
4	0	0	0	0	0	0	3	0	0	1	1	1	1	0	0	1	0	0
	-	-	-	-	-	-	1.6	-	-	1.9	2.9	1.5	1.6	-	-	5.0	-	-
11 OR MORE	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
	1.2	-	-	-	-	8.3	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	1.1	.4	.5	.3	.5	5.3	.7	.5	.8	.9	.9	.5	.8	.0	1.0	.8	.8	.8
STD. DEV.	6.6	.8	.7	.5	.9	17.3	.9	1.1	.8	1.0	1.0	.8	.9	.0	.0	1.0	1.0	.8
STD. ERR.	.722	.193	.122	.131	.282	4.980	.066	.378	.172	.137	.164	.097	.117	.000	.000	.228	.225	.241
SIGMA	83	17	31	12	11	12	187	8	20	54	35	66	63	1	3	20	20	12
	100.0	100.0	100.1	100.0	100.0	99.9	100.1	100.0	100.0	100.1	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

NATIONAL RESTAURANT ASSOCIATION STUDY 5703/4323

Q.6/7 MOST RECENT DINNER OCCASION - TYPE OF ESTABLISHMENT

BASE: BASE ,HAD DINNER AT A SIT DOWN RESTAURANT, FAST FOOD RESTAURANT OR CAFETERIA/BUFFET

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
TOTAL	342	67	138	39	38	60	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL ANSWERING	342	67	138	39	38	60	0	0	0	0	0	0	0	0	0	0	0	0
NET: FISH/SEAFOOD	6	1	4	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	1.8	1.5	2.9	2.6	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SUBNET: NATIONAL/REGIONAL CHAIN	2	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	33.3	-	50.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SUBNET: NON-CHAIN	4	1	2	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	66.7	100.0	50.0	100.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: AMERICAN	35	11	10	3	2	9	0	0	0	0	0	0	0	0	0	0	0	0
	10.2	16.4	7.2	7.7	5.3	15.0	-	-	-	-	-	-	-	-	-	-	-	-
SUBNET: NATIONAL/REGIONAL CHAIN	10	1	4	1	0	4	0	0	0	0	0	0	0	0	0	0	0	0
	28.6	9.1	40.0	33.3	-	44.4	-	-	-	-	-	-	-	-	-	-	-	-
SUBNET: NON-CHAIN	25	10	6	2	2	5	0	0	0	0	0	0	0	0	0	0	0	0
	71.4	90.9	60.0	66.7	100.0	55.6	-	-	-	-	-	-	-	-	-	-	-	-
NET: ORIENTAL	3	2	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
	.9	3.0	-	-	-	1.7	-	-	-	-	-	-	-	-	-	-	-	-
SUBNET: NON-CHAIN	3	2	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
	100.0	100.0	-	-	-	100.0	-	-	-	-	-	-	-	-	-	-	-	-
NET: OTHER ETHNIC	8	2	3	2	0	1	0	0	0	0	0	0	0	0	0	0	0	0
	2.3	3.0	2.2	5.1	-	1.7	-	-	-	-	-	-	-	-	-	-	-	-
SUBNET: NATIONAL/REGIONAL CHAIN	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	12.5	-	33.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SUBNET: NON-CHAIN	7	2	2	2	0	1	0	0	0	0	0	0	0	0	0	0	0	0
	87.5	100.0	66.7	100.0	-	100.0	-	-	-	-	-	-	-	-	-	-	-	-

Q.6/7 MOST RECENT DINNER OCCASION - TYPE OF ESTABLISHMENT

BASE: BASE ,HAD DINNER AT A SIT DOWN RESTAURANT, FAST FOOD RESTAURANT OR CAFETERIA/BUFFET

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
NET: STEAK	27 7.9	1 1.5	14 10.1	5 12.8	3 7.9	4 6.7	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
SUBNET: NATIONAL/REGIONAL CHAIN	19 70.4	0 -	10 71.4	4 80.0	2 66.7	3 75.0	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
SUBNET: NON-CHAIN	8 29.6	1 100.0	4 28.6	1 20.0	1 33.3	1 25.0	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
NET: HAMBURGER	4 1.2	1 1.5	1 .7	1 2.6	0 -	1 1.7	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
SUBNET: NATIONAL/REGIONAL CHAIN	4 100.0	1 100.0	1 100.0	1 100.0	0 -	1 100.0	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
NET: SANDWICH	1 .3	0 -	1 .7	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
SUBNET: NATIONAL/REGIONAL CHAIN	1 100.0	0 -	1 100.0	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
NET: CHICKEN	5 1.5	0 -	3 2.2	0 -	2 5.3	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
SUBNET: NON-CHAIN	5 100.0	0 -	3 100.0	0 -	2 100.0	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
NET: PIZZA	3 .9	0 -	1 .7	1 2.6	1 2.6	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
SUBNET: NATIONAL/REGIONAL CHAIN	3 100.0	0 -	1 100.0	1 100.0	1 100.0	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -

NATIONAL RESTAURANT ASSOCIATION STUDY 5703/4323

Q.6/7 MOST RECENT DINNER OCCASION - TYPE OF ESTABLISHMENT

BASE: BASE , HAD DINNER AT A SIT DOWN RESTAURANT, FAST FOOD RESTAURANT OR CAFETERIA/BUFFET

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBC OF CIRC	EA-SIEST THING AVAIL
NET: CAFETERIA	129 37.7	22 32.8	46 33.3	14 35.9	21 55.3	26 43.3	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
SUBNET: NATIONAL/REGIONAL CHAIN	56 43.4	13 59.1	21 45.7	7 50.0	8 38.1	7 26.9	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
SUBNET: NON-CHAIN	73 56.6	9 40.9	25 54.3	7 50.0	13 61.9	19 73.1	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
NET: FAMILY/GEN AL MENU	104 30.4	20 29.9	50 36.2	11 28.2	6 15.8	17 28.3	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
SUBNET: NATIONAL/REGIONAL CHAIN	41 39.4	1 5.0	21 42.0	5 45.5	3 50.0	11 64.7	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
SUBNET: NON-CHAIN	63 60.6	19 95.0	29 58.0	6 54.5	3 50.0	6 35.3	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
NET: OTHER	13 3.8	7 10.4	2 1.4	1 2.6	2 5.3	1 1.7	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
SUBNET: NATIONAL/REGIONAL CHAIN	4 30.8	0 -	2 100.0	1 100.0	1 50.0	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
SUBNET: NON-CHAIN	9 69.2	7 100.0	0 -	0 -	1 50.0	1 100.0	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
SIGMA	45 13.3	4 6.0	23 16.6	7 18.0	6 15.8	5 8.4	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -

NATIONAL RESTAURANT ASSOCIATION STUDY 5703/4323

Q.6/7 MOST RECENT DINNER OCCASION - TYPE OF ESTABLISHMENT

BASE: BASE ,HAD CARRY-OUT/DELIVERED FOOD FOR DINNER

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
TOTAL	0	0	0	0	0	0	755	18	104	232	139	236	268	5	14	96	77	58
TOTAL ANSWERING	0	0	0	0	0	0	755	18	104	232	139	236	268	5	14	96	77	58
NET: FISH/SEAFOOD	0 -	0 -	0 -	0 -	0 -	0 -	39 5.2	1 5.6	13 12.5	12 5.2	7 5.0	4 1.7	1 .4	0 -	0 -	1 1.0	0 -	0 -
SUBNET: NATIONAL/REGIONAL CHAIN	0 -	0 -	0 -	0 -	0 -	0 -	21 53.8	1 100.0	8 61.5	5 41.7	5 71.4	0 -	1 100.0	0 -	0 -	1 100.0	0 -	0 -
FAST FOOD	0 -	0 -	0 -	0 -	0 -	0 -	16 76.2	1 100.0	5 62.5	5 100.0	4 80.0	0 -	1 100.0	0 -	0 -	1 100.0	0 -	0 -
SIT-DOWN RESTAURANT WITH TABLE SERVICE	0 -	0 -	0 -	0 -	0 -	0 -	5 23.8	0 -	3 37.5	0 -	1 20.0	0 -	0 -	0 -	0 -	0 -	0 -	0 -
SUBNET: NON-CHAIN	0 -	0 -	0 -	0 -	0 -	0 -	18 46.2	0 -	5 38.5	7 58.3	2 28.6	4 100.0	0 -	0 -	0 -	0 -	0 -	0 -
FAST FOOD	0 -	0 -	0 -	0 -	0 -	0 -	9 50.0	0 -	1 20.0	4 57.1	1 50.0	3 75.0	0 -	0 -	0 -	0 -	0 -	0 -
SIT-DOWN RESTAURANT WITH TABLE SERVICE	0 -	0 -	0 -	0 -	0 -	0 -	8 44.4	0 -	4 80.0	2 28.6	1 50.0	1 25.0	0 -	0 -	0 -	0 -	0 -	0 -
NET: AMERICAN	0 -	0 -	0 -	0 -	0 -	0 -	17 2.3	0 -	3 2.9	2 .9	5 3.6	7 3.0	3 1.1	1 20.0	0 -	1 1.0	0 -	1 1.7
SUBNET: NATIONAL/REGIONAL CHAIN	0 -	0 -	0 -	0 -	0 -	0 -	9 52.9	0 -	1 33.3	0 -	3 60.0	5 71.4	0 -	0 -	0 -	0 -	0 -	0 -
FAST FOOD	0 -	0 -	0 -	0 -	0 -	0 -	9 100.0	0 -	1 100.0	0 -	3 100.0	5 100.0	0 -	0 -	0 -	0 -	0 -	0 -
SUBNET: NON-CHAIN	0 -	0 -	0 -	0 -	0 -	0 -	8 47.1	0 -	2 66.7	2 100.0	2 40.0	2 28.6	3 100.0	1 100.0	0 -	1 100.0	0 -	1 100.0

Q.6/7 MOST RECENT DINNER OCCASION - TYPE OF ESTABLISHMENT

BASE: BASE ,HAD CARRY-OUT/DELIVERED FOOD FOR DINNER

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
FAST FOOD	0 -	0 -	0 -	0 -	0 -	0 -	4 50.0	0 -	1 50.0	1 50.0	1 50.0	1 50.0	1 33.3	0 -	0 -	0 -	0 -	1 100.0
SIT-DOWN RESTAURANT WITH TABLE SERVICE	0 -	0 -	0 -	0 -	0 -	0 -	3 37.5	0 -	1 50.0	0 -	1 50.0	1 50.0	2 66.7	1 100.0	0 -	1 100.0	0 -	0 -
NET: ORIENTAL	0 -	0 -	0 -	0 -	0 -	0 -	94 12.5	3 16.7	13 12.5	56 24.1	11 7.9	10 4.2	11 4.1	1 20.0	1 7.1	5 5.2	1 1.3	1 1.7
SUBNET: NON-CHAIN	0 -	0 -	0 -	0 -	0 -	0 -	94 100.0	3 100.0	13 100.0	56 100.0	11 100.0	10 100.0	11 100.0	1 100.0	1 100.0	5 100.0	1 100.0	1 100.0
FAST FOOD	0 -	0 -	0 -	0 -	0 -	0 -	26 27.7	0 -	3 23.1	17 30.4	3 27.3	3 30.0	2 18.2	0 -	0 -	1 20.0	1 100.0	0 -
SIT-DOWN RESTAURANT WITH TABLE SERVICE	0 -	0 -	0 -	0 -	0 -	0 -	67 71.3	3 100.0	10 76.9	38 67.9	8 72.7	7 70.0	9 81.8	1 100.0	1 100.0	4 80.0	0 -	1 100.0
NET: ITALIAN	0 -	0 -	0 -	0 -	0 -	0 -	37 4.9	0 -	4 3.8	15 6.5	8 5.8	8 3.4	22 8.2	1 20.0	1 7.1	9 9.4	7 9.1	2 3.4
SUBNET: NATIONAL/REGIONAL CHAIN	0 -	0 -	0 -	0 -	0 -	0 -	5 13.5	0 -	1 25.0	1 6.7	3 37.5	0 -	9 40.9	1 100.0	0 -	2 22.2	4 57.1	1 50.0
FAST FOOD	0 -	0 -	0 -	0 -	0 -	0 -	1 20.0	0 -	0 -	0 -	1 33.3	0 -	9 100.0	1 100.0	0 -	2 100.0	4 100.0	1 100.0
SIT-DOWN RESTAURANT WITH TABLE SERVICE	0 -	0 -	0 -	0 -	0 -	0 -	4 80.0	0 -	1 100.0	1 100.0	2 66.7	0 -	0 -	0 -	0 -	0 -	0 -	0 -
SUBNET: NON-CHAIN	0 -	0 -	0 -	0 -	0 -	0 -	32 86.5	0 -	3 75.0	14 93.3	5 62.5	8 100.0	13 59.1	0 -	1 100.0	7 77.8	3 42.9	1 50.0
FAST FOOD	0 -	0 -	0 -	0 -	0 -	0 -	9 28.1	0 -	0 -	5 35.7	3 60.0	1 12.5	4 30.8	0 -	0 -	3 42.9	0 -	1 100.0

Q.6/7 MOST RECENT DINNER OCCASION - TYPE OF ESTABLISHMENT

BASE: BASE ,HAD CARRY-OUT/DELIVERED FOOD FOR DINNER

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
SIT-DOWN RESTAURANT WITH TABLE SERVICE	0 -	0 -	0 -	0 -	0 -	0 -	23 71.9	0 -	3 100.0	9 64.3	2 40.0	7 87.5	9 69.2	0 -	1 100.0	4 57.1	3 100.0	0 -
NET: OTHER ETHNIC	0 -	0 -	0 -	0 -	0 -	0 -	20 2.6	2 11.1	1 1.0	4 1.7	4 2.9	9 3.8	3 1.1	0 -	1 7.1	1 1.0	1 1.3	0 -
SUBNET: NATIONAL/REGIONAL CHAIN	0 -	0 -	0 -	0 -	0 -	0 -	11 55.0	0 -	0 -	2 50.0	3 75.0	6 66.7	0 -	0 -	0 -	0 -	0 -	0 -
FAST FOOD	0 -	0 -	0 -	0 -	0 -	0 -	10 90.9	0 -	0 -	2 100.0	3 100.0	5 83.3	0 -	0 -	0 -	0 -	0 -	0 -
SIT-DOWN RESTAURANT WITH TABLE SERVICE	0 -	0 -	0 -	0 -	0 -	0 -	1 9.1	0 -	0 -	0 -	0 -	1 16.7	0 -	0 -	0 -	0 -	0 -	0 -
SUBNET: NON-CHAIN	0 -	0 -	0 -	0 -	0 -	0 -	9 45.0	2 100.0	1 100.0	2 50.0	1 25.0	3 33.3	3 100.0	0 -	1 100.0	1 100.0	1 100.0	0 -
FAST FOOD	0 -	0 -	0 -	0 -	0 -	0 -	2 22.2	0 -	0 -	1 50.0	1 100.0	0 -	1 33.3	0 -	0 -	0 -	1 100.0	0 -
SIT-DOWN RESTAURANT WITH TABLE SERVICE	0 -	0 -	0 -	0 -	0 -	0 -	7 [illegible].8	2 100.0	1 100.0	1 50.0	0 -	3 100.0	2 66.7	0 -	1 100.0	1 100.0	0 -	0 -
NET: BARBECUE	0 -	0 -	0 -	0 -	0 -	0 -	15 2.0	0 -	3 2.9	5 2.2	3 2.2	4 1.7	3 1.1	1 20.0	0 -	2 2.1	0 -	0 -
SUBNET: NATIONAL/REGIONAL CHAIN	0 -	0 -	0 -	0 -	0 -	0 -	3 20.0	0 -	0 -	2 40.0	0 -	1 25.0	0 -	0 -	0 -	0 -	0 -	0 -
FAST FOOD	0 -	0 -	0 -	0 -	0 -	0 -	3 100.0	0 -	0 -	2 100.0	0 -	1 100.0	0 -	0 -	0 -	0 -	0 -	0 -
SUBNET: NON-CHAIN	0 -	0 -	0 -	0 -	0 -	0 -	12 80.0	0 -	3 100.0	3 60.0	3 100.0	3 75.0	3 100.0	1 100.0	0 -	2 100.0	0 -	0 -

Q.6/7 MOST RECENT DINNER OCCASION - TYPE OF ESTABLISHMENT

BASE: BASE , HAD CARRY-OUT/DELIVERED FOOD FOR DINNER

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
FAST FOOD	0 -	0 -	0 -	0 -	0 -	0 -	5 41.7	0 -	2 66.7	1 33.3	0 -	2 66.7	1 33.3	0 -	0 -	1 50.0	0 -	0 -
SIT-DOWN RESTAURANT WITH TABLE SERVICE	0 -	0 -	0 -	0 -	0 -	0 -	7 58.3	0 -	1 33.3	2 66.7	3 100.0	1 33.3	1 33.3	0 -	0 -	1 50.0	0 -	0 -
NET: HAMBURGER	0 -	0 -	0 -	0 -	0 -	0 -	162 21.5	2 11.1	13 12.5	27 11.6	27 19.4	87 36.9	2 .7	0 -	0 -	0 -	1 1.3	0 -
SUBNET: NATIONAL/REGIONAL CHAIN	0 -	0 -	0 -	0 -	0 -	0 -	139 85.8	1 50.0	11 84.6	22 81.5	23 85.2	76 87.4	1 50.0	0 -	0 -	0 -	0 -	0 -
FAST FOOD	0 -	0 -	0 -	0 -	0 -	0 -	138 99.3	1 100.0	11 100.0	21 95.5	23 100.0	76 100.0	1 100.0	0 -	0 -	0 -	0 -	0 -
SUBNET: NON-CHAIN	0 -	0 -	0 -	0 -	0 -	0 -	23 14.2	1 50.0	2 15.4	5 18.5	4 14.8	11 12.6	1 50.0	0 -	0 -	0 -	1 100.0	0 -
FAST FOOD	0 -	0 -	0 -	0 -	0 -	0 -	18 78.3	1 100.0	1 50.0	5 100.0	2 50.0	9 81.8	0 -	0 -	0 -	0 -	0 -	0 -
SIT-DOWN RESTAURANT WITH TABLE SERVICE	0 -	0 -	0 -	0 -	0 -	0 -	4 17.4	0 -	1 50.0	0 -	1 25.0	2 18.2	1 100.0	0 -	0 -	0 -	1 100.0	0 -
NET: SANDWICH	0 -	0 -	0 -	0 -	0 -	0 -	31 4.1	0 -	5 4.8	7 3.0	5 3.6	13 5.5	1 .4	0 -	1 7.1	0 -	0 -	0 -
SUBNET: NATIONAL/REGIONAL CHAIN	0 -	0 -	0 -	0 -	0 -	0 -	24 77.4	0 -	3 60.0	4 57.1	4 80.0	12 92.3	1 100.0	0 -	1 100.0	0 -	0 -	0 -
FAST FOOD	0 -	0 -	0 -	0 -	0 -	0 -	23 95.8	0 -	3 100.0	4 100.0	3 75.0	12 100.0	1 100.0	0 -	1 100.0	0 -	0 -	0 -
SIT-DOWN RESTAURANT WITH TABLE SERVICE	0 -	0 -	0 -	0 -	0 -	0 -	1 4.2	0 -	0 -	0 -	1 25.0	0 -	0 -	0 -	0 -	0 -	0 -	0 -

NATIONAL RESTAURANT ASSOCIATION STUDY 5703/4323

Q.6/7 MOST RECENT DINNER OCCASION - TYPE OF ESTABLISHMENT

BASE: BASE , HAD CARRY-OUT/DELIVERED FOOD FOR DINNER

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
SUBNET: NON-CHAIN	0 -	0 -	0 -	0 -	0 -	0 -	7 22.6	0 -	2 40.0	3 42.9	1 20.0	1 7.7	0 -	0 -	0 -	0 -	0 -	0 -
FAST FOOD	0 -	0 -	0 -	0 -	0 -	0 -	3 42.9	0 -	0 -	1 33.3	1 100.0	1 100.0	0 -	0 -	0 -	0 -	0 -	0 -
SIT-DOWN RESTAURANT WITH TABLE SERVICE	0 -	0 -	0 -	0 -	0 -	0 -	2 28.6	0 -	1 50.0	1 33.3	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
NET: CHICKEN	0 -	0 -	0 -	0 -	0 -	0 -	117 15.5	4 22.2	19 18.3	29 12.5	20 14.4	40 16.9	1 .4	0 -	0 -	1 1.0	0 -	0 -
SUBNET: NATIONAL/REGIONAL CHAIN	0 -	0 -	0 -	0 -	0 -	0 -	101 86.3	4 100.0	17 89.5	25 86.2	17 85.0	34 85.0	0 -	0 -	0 -	0 -	0 -	0 -
FAST FOOD	0 -	0 -	0 -	0 -	0 -	0 -	85 84.2	1 25.0	11 64.7	22 88.0	15 88.2	32 94.1	0 -	0 -	0 -	0 -	0 -	0 -
SIT-DOWN RESTAURANT WITH TABLE SERVICE	0 -	0 -	0 -	0 -	0 -	0 -	11 10.9	3 75.0	2 11.8	2 8.0	2 11.8	2 5.9	0 -	0 -	0 -	0 -	0 -	0 -
SUBNET: NON-CHAIN	0 -	0 -	0 -	0 -	0 -	0 -	16 13.7	0 -	2 10.5	4 13.8	3 15.0	6 15.0	1 100.0	0 -	0 -	1 100.0	0 -	0 -
FAST FOOD	0 -	0 -	0 -	0 -	0 -	0 -	13 81.3	0 -	1 50.0	3 75.0	3 100.0	6 100.0	1 100.0	0 -	0 -	1 100.0	0 -	0 -
SIT-DOWN RESTAURANT WITH TABLE SERVICE	0 -	0 -	0 -	0 -	0 -	0 -	2 12.5	0 -	1 50.0	1 25.0	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
NET: PIZZA	0 -	0 -	0 -	0 -	0 -	0 -	177 23.4	6 33.3	19 18.3	61 26.3	41 29.5	43 18.2	207 77.2	1 20.0	7 50.0	72 75.0	65 84.4	50 86.2
SUBNET: NATIONAL/REGIONAL CHAIN	0 -	0 -	0 -	0 -	0 -	0 -	92 52.0	5 83.3	10 52.6	30 49.2	27 65.9	17 39.5	133 64.3	0 -	5 71.4	46 63.9	45 69.2	32 64.0

Q.6/7 MOST RECENT DINNER OCCASION - TYPE OF ESTABLISHMENT

BASE: BASE , HAD CARRY-OUT/DELIVERED FOOD FOR DINNER

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
FAST FOOD	0 -	0 -	0 -	0 -	0 -	0 -	42 45.7	1 20.0	3 30.0	14 46.7	12 44.4	10 58.8	110 82.7	0 -	4 80.0	37 80.4	37 82.2	28 87.5
SIT-DOWN RESTAURANT WITH TABLE SERVICE	0 -	0 -	0 -	0 -	0 -	0 -	49 53.3	4 80.0	7 70.0	16 53.3	14 51.9	7 41.2	22 16.5	0 -	1 20.0	9 19.6	8 17.8	3 9.4
SUBNET: NON-CHAIN	0 -	0 -	0 -	0 -	0 -	0 -	85 48.0	1 16.7	9 47.4	31 50.8	14 34.1	26 60.5	74 35.7	1 100.0	2 28.6	26 36.1	20 30.8	18 36.0
FAST FOOD	0 -	0 -	0 -	0 -	0 -	0 -	53 62.4	1 100.0	5 55.6	18 58.1	10 71.4	16 61.5	51 68.9	0 -	1 50.0	20 76.9	12 60.0	13 72.2
SIT-DOWN RESTAURANT WITH TABLE SERVICE	0 -	0 -	0 -	0 -	0 -	0 -	27 31.8	0 -	3 33.3	11 35.5	3 21.4	10 38.5	21 28.4	1 100.0	1 50.0	6 23.1	7 35.0	4 22.2
NET: CAFETERIA	0 -	0 -	0 -	0 -	0 -	0 -	1 .1	0 -	0 -	1 .4	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
SUBNET: NON-CHAIN	0 -	0 -	0 -	0 -	0 -	0 -	1 100.0	0 -	0 -	1 100.0	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
FAST FOOD	0 -	0 -	0 -	0 -	0 -	0 -	1 100.0	0 -	0 -	1 100.0	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
NET: FAMILY/GEN AL MENU	0 -	0 -	0 -	0 -	0 -	0 -	32 4.2	0 -	9 8.7	8 3.4	5 3.6	9 3.8	2 .7	0 -	1 7.1	1 1.0	0 -	0 -
SUBNET: NATIONAL/REGIONAL CHAIN	0 -	0 -	0 -	0 -	0 -	0 -	13 40.6	0 -	7 77.8	1 12.5	2 40.0	2 22.2	0 -	0 -	0 -	0 -	0 -	0 -
FAST FOOD	0 -	0 -	0 -	0 -	0 -	0 -	8 61.5	0 -	3 42.9	1 100.0	2 100.0	1 50.0	0 -	0 -	0 -	0 -	0 -	0 -
SIT-DOWN RESTAURANT WITH TABLE SERVICE	0 -	0 -	0 -	0 -	0 -	0 -	2 15.4	0 -	2 28.6	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -

NATIONAL RESTAURANT ASSOCIATION STUDY 5703/4323

Q.6/7 MOST RECENT DINNER OCCASION - TYPE OF ESTABLISHMENT

BASE: BASE ,HAD CARRY-OUT/DELIVERED FOOD FOR DINNER

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
SUBNET: NON-CHAIN	0 -	0 -	0 -	0 -	0 -	0 -	19 59.4	0 -	2 22.2	7 87.5	3 60.0	7 77.8	2 100.0	0 -	1 100.0	1 100.0	0 -	0 -
FAST FOOD	0 -	0 -	0 -	0 -	0 -	0 -	7 36.8	0 -	2 100.0	3 42.9	1 33.3	1 14.3	0 -	0 -	0 -	0 -	0 -	0 -
SIT-DOWN RESTAURANT WITH TABLE SERVICE	0 -	0 -	0 -	0 -	0 -	0 -	10 52.6	0 -	0 -	3 42.9	2 66.7	5 71.4	2 100.0	0 -	1 100.0	1 100.0	0 -	0 -
NET: OTHER	0 -	0 -	0 -	0 -	0 -	0 -	12 1.6	0 -	2 1.9	5 2.2	2 1.4	2 .8	3 1.1	0 -	0 -	0 -	1 1.3	1 1.7
SUBNET: NATIONAL/REGIONAL CHAIN	0 -	0 -	0 -	0 -	0 -	0 -	4 33.3	0 -	2 100.0	1 20.0	1 50.0	0 -	0 -	0 -	0 -	0 -	0 -	0 -
FAST FOOD	0 -	0 -	0 -	0 -	0 -	0 -	4 100.0	0 -	2 100.0	1 100.0	1 100.0	0 -	0 -	0 -	0 -	0 -	0 -	0 -
SUBNET: NON-CHAIN	0 -	0 -	0 -	0 -	0 -	0 -	8 66.7	0 -	0 -	4 80.0	1 50.0	2 100.0	3 100.0	0 -	0 -	0 -	1 100.0	1 100.0
FAST FOOD	0 -	0 -	0 -	0 -	0 -	0 -	3 37.5	0 -	0 -	1 25.0	0 -	1 50.0	1 33.3	0 -	0 -	0 -	0 -	0 -
SIT-DOWN RESTAURANT WITH TABLE SERVICE	0 -	0 -	0 -	0 -	0 -	0 -	2 25.0	0 -	0 -	2 50.0	0 -	0 -	2 66.7	0 -	0 -	0 -	1 100.0	1 100.0
SIGMA	0 -	0 -	0 -	0 -	0 -	0 -	1237 2326.	32 877.8	172 1960.	407 2226.	229 2133.	355 1937.	501 1555.	8 480.0	22 771.3	183 1194.	148 889.8	106 782.6

Q.8 MOST RECENT DINNER OCCASION - AMOUNT SPENT ON DINNER

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
TOTAL	342	67	138	39	38	60	755	18	104	232	139	236	268	5	14	96	77	58
NO ANSWER	10	2	5	1	2	0	27	0	1	0	1	1	12	0	2	4	1	3
TOTAL ANSWERING	332	65	133	38	36	60	728	18	103	232	138	235	256	5	12	92	76	55
$1-5	22	1	4	3	2	12	113	2	11	26	20	54	4	0	1	1	1	1
	6.6	1.5	3.0	7.9	5.6	20.0	15.5	11.1	10.7	11.2	14.5	23.0	1.6	-	8.3	1.1	1.3	1.8
$6-10	85	7	45	9	8	16	280	6	46	79	54	93	81	0	3	33	16	24
	25.6	10.8	33.8	23.7	22.2	26.7	38.5	33.3	44.7	34.1	39.1	39.6	31.6	-	25.0	35.9	21.1	43.6
$11-15	88	18	32	12	11	15	201	4	27	63	40	67	114	1	3	39	40	26
	26.5	27.7	24.1	31.6	30.6	25.0	27.6	22.2	26.2	27.2	29.0	28.5	44.5	20.0	25.0	42.4	52.6	47.3
$16-20	55	8	25	7	6	9	75	3	7	36	14	15	33	1	3	12	11	4
	16.6	12.3	18.8	18.4	16.7	15.0	10.3	16.7	6.8	15.5	10.1	6.4	12.9	20.0	25.0	13.0	14.5	7.3
$21-30	49	12	19	7	5	6	45	2	9	25	6	3	17	2	1	5	7	0
	14.8	18.5	14.3	18.4	13.9	10.0	6.2	11.1	8.7	10.8	4.3	1.3	6.6	40.0	8.3	5.4	9.2	-
$31-40	19	8	8	0	3	0	8	1	2	3	2	0	5	1	1	2	0	0
	5.7	12.3	6.0	-	8.3	-	1.1	5.6	1.9	1.3	1.4	-	2.0	20.0	8.3	2.2	-	-
$41-50	4	4	0	0	0	0	3	0	0	0	1	2	1	0	0	0	0	0
	1.2	6.2	-	-	-	-	.4	-	-	-	.7	.9	.4	-	-	-	-	-
$51-75	3	2	0	0	1	0	1	0	0	0	0	1	1	0	0	0	1	0
	.9	3.1	-	-	2.8	-	.1	-	-	-	-	.4	.4	-	-	-	1.3	-
$76-100	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	.3	1.5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
$100 OR MORE	6	4	0	0	0	2	2	0	1	0	1	0	0	0	0	0	0	0
	1.8	6.2	-	-	-	3.3	.3	-	1.0	-	.7	-	-	-	-	-	-	-
MEDIAN	13.35	19.06	12.73	12.92	13.64	10.67	9.48	11.25	9.40	10.87	9.54	8.41	11.89	22.50	13.33	11.54	12.63	10.40

Q.8 MOST RECENT DINNER OCCASION - AMOUNT SPENT ON DINNER

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
MEAN	24.3	55.2	15.5	14.8	17.4	20.3	12.9	14.5	17.6	12.9	14.2	10.0	13.8	24.2	16.1	13.2	14.8	11.3
STD. DEV.	72.2	153.2	8.6	7.1	11.2	44.6	26.9	8.5	58.3	7.0	33.4	6.7	7.3	9.6	10.0	6.1	8.3	3.3
STD. ERR.	3.953	18.86	.743	1.146	1.874	5.752	.998	2.013	5.749	.460	2.842	.436	.453	4.283	2.898	.633	.950	.444
SIGMA	332	65	133	38	36	60	728	18	103	232	138	235	256	5	12	92	76	55
	100.0	100.1	100.0	100.0	100.1	100.0	100.0	100.0	100.0	100.1	99.8	100.1	100.0	100.0	99.9	100.0	100.0	100.0

Q.8 MOST RECENT DINNER OCCASION - AVERAGE AMOUNT SPENT ON DINNER PER PERSON

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
TOTAL	342	67	138	39	38	60	755	18	104	232	139	236	268	5	14	96	77	58
NO ANSWER	24	4	12	3	4	1	56	0	7	9	6	10	20	0	4	7	3	4
TOTAL ANSWERING	318	63	126	36	34	59	699	18	97	223	133	226	248	5	10	89	74	54
$1-5	181	27	74	20	20	40	565	14	80	157	114	198	175	1	9	59	51	45
	56.9	42.9	58.7	55.6	58.8	67.8	80.8	77.8	82.5	70.4	85.7	87.6	70.6	20.0	90.0	66.3	68.9	83.3
$6-10	126	29	51	16	11	19	117	3	13	59	17	25	61	3	1	24	20	8
	39.6	46.0	40.5	44.4	32.4	32.2	16.7	16.7	13.4	26.5	12.8	11.1	24.6	60.0	10.0	27.0	27.0	14.8
$11-15	7	5	1	0	1	0	11	1	2	7	0	1	9	1	0	4	3	1
	2.2	7.9	.8	-	2.9	-	1.6	5.5	2.1	3.1	-	.4	3.6	20.0	-	4.5	4.1	1.9
$16-20	0	0	0	0	0	0	3	0	1	0	1	1	2	0	0	2	0	0
	-	-	-	-	-	-	.4	-	1.0	-	.8	.4	.8	-	-	2.2	-	-
$31-40	3	1	0	0	2	0	1	0	0	0	0	1	1	0	0	0	0	0
	.9	1.6	-	-	5.9	-	.1	-	-	-	-	.4	.4	-	-	-	-	-
$41-50	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	.3	1.6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
$100 OR MORE	0	0	0	0	0	0	2	0	1	0	1	0	0	0	0	0	0	0
	-	-	-	-	-	-	.3	-	1.0	-	.8	-	-	-	-	-	-	-
MEDIAN	?	5.78	?	?	?	?	?	?	?	?	?	?	?	7.50	?	?	?	?
MEAN	5.7	7.3	5.1	5.3	7.1	4.8	5.1	4.7	7.2	4.6	6.6	3.8	4.9	8.2	3.6	5.1	4.8	4.1
STD. DEV.	4.4	6.6	1.8	1.7	8.2	1.8	18.7	3.2	30.0	2.4	34.0	2.7	3.3	2.3	1.7	3.2	2.6	2.1
STD. ERR.	.244	.830	.165	.282	1.404	.240	.705	.744	3.030	.163	2.948	.179	.207	1.007	.535	.334	.300	.284
SIGMA	318	63	126	36	34	59	699	18	97	223	133	226	248	5	10	89	74	54
	99.9	100.0	100.0	100.0	100.0	100.0	99.9	100.1	100.0	100.0	100.1	99.9	100.0	100.0	100.0	100.0	100.0	100.0

Q.9 MOST RECENT DINNER OCCASION - WHETHER A COUPON OR SPECIAL OFFER WAS USED

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
TOTAL	342	67	138	39	38	60	755	18	104	232	139	236	268	5	14	96	77	58
NO ANSWER	2	0	2	0	0	0	31	0	1	2	2	1	11	0	2	4	1	3
TOTAL ANSWERING	340	67	136	39	38	60	724	18	103	230	137	235	257	5	12	92	76	55
YES	36	2	13	9	7	5	160	4	24	46	43	43	113	0	4	42	38	23
	10.6	3.0	9.6	23.1	18.4	8.3	22.1	22.2	23.3	20.0	31.4	18.3	44.0	-	33.3	45.7	50.0	41.8
NO	304	65	123	30	31	55	564	14	79	184	94	192	144	5	8	50	38	32
	89.4	97.0	90.4	76.9	81.6	91.7	77.9	77.8	76.7	80.0	68.6	81.7	56.0	100.0	66.7	54.3	50.0	58.2
SIGMA	340	67	136	39	38	60	724	18	103	230	137	235	257	5	12	92	76	55
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Q.10 STATEMENT AS A RATING OF HOW RESPONDENT FELT AT TIME DECIDED TO EAT AT REST/CARRY-OUT/HAVE DINNER DELIVERED -- MEAN SUMMARY

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
I/WE WANTED THE EASIEST THING AVAILABLE--THE OPTION WITH THE LEAST HASSLES																		
MEAN	5.30	3.57	4.93	6.67	5.08	8.48	6.83	5.67	4.79	6.42	6.33	8.51	7.31	6.00	6.38	7.12	6.77	8.68
I/WE JUST HAD A CRAVING FOR SOMETHING DIFFERENT, SOMETHING I/WE DIDN'T HAVE AT HOME																		
MEAN	5.08	5.97	5.45	6.26	4.50	2.85	5.59	7.28	5.95	7.61	5.29	3.46	6.56	9.60	4.54	8.22	6.21	4.49
I/WE FELT LIKE I/WE DESERVED A TREAT OR REWARD																		
MEAN	4.48	7.07	3.65	5.14	5.00	2.66	4.10	6.33	3.97	4.94	4.50	2.92	5.39	9.60	4.08	6.36	5.30	3.81
I/WE WERE FEELING PRETTY RELAXED AND AGREEABLE. I/WE DIDN'T HAVE VERY STRONG FEELINGS ABOUT WHAT, IN PARTICULAR, I/WE WANTED TO EAT. I/WE JUST WENT ALONG WITH SOMEONE ELSE'S SUGGESTION																		
MEAN	4.28	4.81	3.85	3.25	5.13	4.73	3.39	4.78	2.94	3.32	4.28	3.01	3.80	5.20	3.17	2.69	5.01	4.02
WHAT WITH MEETINGS, WORKING LATE, SOMEBODY OUT OF TOWN, SPORTS, LESSONS, AND CRAZY SCHEDULES I/WE JUST WANTED TO MAKE SURE THAT I/WE GOT SOMETHING TO EAT FOR DINNER																		
MEAN	3.74	2.87	2.75	3.89	4.76	6.12	5.09	3.50	2.40	4.35	5.11	7.10	5.02	5.20	4.50	3.83	5.03	7.03
I/WE WERE IN AN UP MOOD, A PARTY MOOD. I/WE FELT LIKE HAVING FUN																		
MEAN	3.40	6.91	2.47	2.60	3.61	1.86	2.45	7.44	1.89	2.62	3.26	1.65	3.07	9.00	1.85	3.09	3.87	1.74

Q.10 STATEMENT AS A RATING OF HOW RESPONDENT FELT AT TIME DECIDED TO EAT AT REST/CARRY-OUT/HAVE DINNER DELIVERED -- MEAN SUMMARY

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
ALL I/WE WANTED TO DO WAS GET IT OVER WITH. I/WE KNEW WE HAD TO EAT SOMETHING BUT I/WE DIDN'T GIVE TOO MUCH THOUGHT TO WHAT IT WAS ,NOR DID I/WE CARE VERY MUCH																		
MEAN	3.09	2.18	1.93	2.72	3.97	6.34	3.76	2.28	1.86	2.42	3.94	5.91	3.58	3.40	1.92	1.90	4.01	6.11
I/WE FELT PRESSED FOR TIME																		
MEAN	2.82	1.93	1.72	2.53	3.76	5.80	3.73	2.39	1.53	2.12	3.78	6.34	3.45	2.20	2.25	1.95	3.44	6.22
IT GOT TOO LATE TO COOK OR DO WHAT I/WE WOULD HAVE REALLY LIKED TO DO FOR DINNER																		
MEAN	2.76	1.60	2.14	3.33	3.50	4.61	4.29	2.00	2.19	3.34	4.72	6.05	4.87	5.80	3.67	3.80	4.94	6.72
I/WE HAD SOMETHING TO CELEBRATE																		
MEAN	2.72	6.70	1.39	1.15	3.57	1.41	1.78	6.00	1.22	1.59	2.78	1.28	2.10	9.00	1.92	1.77	2.82	1.11
I/WE DIDN'T HAVE ANY ENERGY LEFT																		
MEAN	2.50	1.84	1.53	2.92	3.55	4.46	3.93	2.44	1.83	2.93	4.19	5.80	4.65	4.20	2.25	3.25	4.90	7.10

Q.11 DEGREE TO WHICH STATEMENT HAD TO DO WITH DECISION TO GET DINNER AT SELECTED PLACE -- MEAN SUMMARY

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
FOOD QUALITY																		
MEAN	8.31	8.89	9.21	8.65	5.35	7.21	7.92	8.83	9.48	8.96	5.45	7.58	7.81	9.20	9.57	8.73	5.73	8.54
CLEANLINESS																		
MEAN	8.25	8.66	9.20	7.89	5.65	7.39	6.78	8.33	9.35	6.92	4.04	7.05	4.91	9.60	9.29	5.07	3.05	5.57
THEIR PRICE RANGES																		
MEAN	8.16	7.65	8.89	8.63	6.03	8.12	7.70	7.72	8.97	8.09	5.74	7.91	7.23	8.00	8.71	7.93	5.51	7.98
VALUE FOR THE MONEY																		
MEAN	8.15	8.20	9.24	8.43	5.27	7.18	7.41	8.00	9.16	7.88	4.90	7.58	6.65	7.40	9.57	7.32	4.83	7.18
SPEED OF SERVICE																		
MEAN	7.97	7.64	8.48	8.06	6.03	8.36	8.04	7.89	9.00	8.37	6.04	8.47	8.15	7.00	8.71	8.90	6.66	8.89
THEIR VARIETY																		
MEAN	7.95	8.63	9.01	7.53	5.27	6.65	4.40	5.89	7.12	4.52	3.49	3.53	4.00	6.00	7.93	4.09	3.45	3.47
FRESH FOOD/INGREDIENTS																		
MEAN	7.92	8.42	8.98	8.34	5.19	6.40	6.89	8.78	8.54	7.91	5.18	6.03	7.01	9.40	8.46	8.12	5.39	6.82

Q.11 DEGREE TO WHICH STATEMENT HAD TO DO WITH DECISION TO GET DINNER AT SELECTED PLACE -- MEAN SUMMARY

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
CONVENIENCE OF LOCATION																		
MEAN	7.71	7.22	8.57	6.57	5.49	8.41	8.03	7.17	9.38	8.06	6.15	8.58	6.06	9.00	9.57	5.89	5.13	6.45
NICE PLACE TO GO																		
MEAN	7.56	8.60	8.67	6.47	5.19	6.02	5.38	8.56	8.60	5.00	3.90	5.03	3.34	7.80	8.57	2.94	2.71	3.18
COMFORTABLE SEATING																		
MEAN	7.54	8.32	8.76	4.69	5.03	7.23	2.98	5.28	6.49	1.96	2.68	2.47	2.27	6.00	6.46	1.51	2.43	1.98
FRIENDLY PEOPLE/SERVICE																		
MEAN	7.48	8.06	8.76	5.61	5.19	6.46	6.21	8.94	9.06	6.17	4.13	6.01	4.91	7.80	9.00	5.25	3.45	5.05
FOOD PRESENTATION																		
MEAN	7.20	8.16	8.50	5.60	4.59	5.71	5.49	8.33	8.64	5.79	3.73	4.64	5.27	8.80	9.21	5.79	3.83	5.07
THE SIZE OF THE PORTIONS																		
MEAN	6.99	7.23	8.04	6.58	4.97	5.75	6.03	8.33	8.43	6.36	4.43	5.40	5.67	7.80	8.43	5.91	4.65	5.82
THEIR CONSISTENCY																		
MEAN	6.79	7.49	7.95	6.22	4.78	5.02	6.90	8.22	8.85	7.34	4.54	6.88	6.73	8.00	8.92	7.48	4.82	7.47

Q.11 DEGREE TO WHICH STATEMENT HAD TO DO WITH DECISION TO GET DINNER AT SELECTED PLACE -- MEAN SUMMARY

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
NO LINES/NO WAITING																		
MEAN	6.09	6.05	6.77	4.69	4.27	6.60	5.97	6.67	7.81	5.93	4.17	6.23	5.79	4.60	7.86	6.01	4.53	6.70
THE HOURS THEY'RE OPEN																		
MEAN	6.05	5.80	7.34	4.03	4.46	5.64	5.92	7.94	8.33	5.74	4.10	5.97	5.77	6.80	8.64	6.52	4.25	5.81
THEY HAVE UNIQUE OR ORIGINAL FOOD																		
MEAN	5.15	6.54	5.39	5.36	4.00	3.58	5.00	7.28	6.57	5.81	4.25	3.79	4.76	6.20	6.62	5.71	4.09	3.54
KIDS LIKE IT																		
MEAN	4.01	3.87	4.55	2.77	4.51	3.39	5.06	5.50	5.79	4.53	5.44	5.00	5.62	6.40	7.00	5.67	5.16	5.79
SPECIAL DEALS/COUPONS																		
MEAN	3.03	2.46	3.37	3.22	3.57	2.45	3.77	3.94	5.15	3.31	4.18	3.38	5.32	5.60	6.62	5.34	5.16	5.19

RESPONDENT'S EMPLOYMENT STATUS

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
TOTAL	342	67	138	39	38	60	755	18	104	232	139	236	268	5	14	96	77	58
NO ANSWER	9	0	4	3	0	2	13	0	0	5	4	4	6	0	1	4	0	1
TOTAL ANSWERING	333	67	134	36	38	58	742	18	104	227	135	232	262	5	13	92	77	57
FULL-TIME	171	33	67	21	22	28	447	11	47	144	84	146	167	2	7	56	57	34
	51.4	49.3	50.0	58.3	57.9	48.3	60.2	61.1	45.2	63.4	62.2	62.9	63.7	40.0	53.8	60.9	74.0	59.6
PART-TIME	37	5	13	7	4	8	91	2	16	25	16	30	34	0	0	14	7	10
	11.1	7.5	9.7	19.4	10.5	13.8	12.3	11.1	15.4	11.0	11.9	12.9	13.0	-	-	15.2	9.1	17.5
RETIRED	93	19	44	7	9	14	91	2	21	32	13	19	14	1	2	6	1	2
	27.9	28.4	32.8	19.4	23.7	24.1	12.3	11.1	20.2	14.1	9.6	8.2	5.3	20.0	15.4	6.5	1.3	3.5
NOT EMPLOYED	32	10	10	1	3	8	113	3	20	26	22	37	47	2	4	16	12	11
	9.6	14.9	7.5	2.8	7.9	13.8	15.2	16.7	19.2	11.5	16.3	15.9	17.9	40.0	30.8	17.4	15.6	19.3
SIGMA	333	67	134	36	38	58	742	18	104	227	135	232	262	5	13	92	77	57
	100.0	100.1	100.0	99.9	100.0	100.0	100.0	100.0	100.0	100.0	100.0	99.9	99.9	100.0	100.0	100.0	100.0	99.9

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ANNUAL HOUSEHOLD INCOME

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
TOTAL	342	67	138	39	38	60	755	18	104	232	139	236	268	5	14	96	77	58
TOTAL ANSWERING	342	67	138	39	38	60	755	18	104	232	139	236	268	5	14	96	77	58
UNDER $10,000 (5.0)	50	14	20	4	5	7	91	6	21	17	14	27	35	2	3	13	6	6
	14.6	20.9	14.5	10.3	13.2	11.7	12.1	33.3	20.2	7.3	10.1	11.4	13.1	40.0	21.4	13.5	7.8	10.3
$10,000 - $19,999 (14.9)	65	9	35	6	7	8	126	3	24	40	19	37	34	1	1	15	9	7
	19.0	13.4	25.4	15.4	18.4	13.3	16.7	16.7	23.1	17.2	13.7	15.7	12.7	20.0	7.1	15.6	11.7	12.1
$20,000 - $29,999 (24.9)	67	11	29	7	7	13	137	3	20	39	31	40	51	0	3	24	16	5
	19.6	16.4	21.0	17.9	18.4	21.7	18.1	16.7	19.2	16.8	22.3	16.9	19.0	-	21.4	25.0	20.8	8.6
$30,000 - $44,999 (37.5)	83	16	27	13	9	18	202	3	20	72	35	64	75	1	5	22	20	22
	24.3	23.9	19.6	33.3	23.7	30.0	26.8	16.7	19.2	31.0	25.2	27.1	28.0	20.0	35.7	22.9	26.0	37.9
$45,000 AND OVER (52.5)	77	17	27	9	10	14	199	3	19	64	40	68	73	1	2	22	26	18
	22.5	25.4	19.6	23.1	26.3	23.3	26.4	16.7	18.3	27.6	28.8	28.8	27.2	20.0	14.3	22.9	33.8	31.0
SIGMA	342	67	138	39	38	60	755	18	104	232	139	236	268	5	14	96	77	58
	100.0	100.0	100.1	100.0	100.0	100.0	100.1	100.1	100.0	99.9	100.1	99.9	100.0	100.0	99.9	99.9	100.1	99.9

RESPONDENT'S EDUCATION

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
TOTAL	342	67	138	39	38	60	755	18	104	232	139	236	268	5	14	96	77	58
NO ANSWER	4	0	1	1	0	2	6	0	0	1	2	3	1	0	0	0	0	1
TOTAL ANSWERING	338	67	137	38	38	58	749	18	104	231	137	233	267	5	14	96	77	57
ATTENDED GRADE SCHOOL	4	0	4	0	0	0	7	0	0	2	3	1	3	0	1	1	0	1
	1.2	-	2.9	-	-	-	.9	-	-	.9	2.2	.4	1.1	-	7.1	1.0	-	1.8
GRADUATED FROM GRADE SCHOOL	6	1	2	3	0	0	13	1	1	5	2	4	3	0	0	0	1	0
	1.8	1.5	1.5	7.9	-	-	1.7	5.6	1.0	2.2	1.5	1.7	1.1	-	-	-	1.3	-
ATTENDED HIGH SCHOOL	31	4	17	5	0	5	58	4	16	12	6	20	17	2	2	8	4	1
	9.2	6.0	12.4	13.2	-	8.6	7.7	22.2	15.4	5.2	4.4	8.6	6.4	40.0	14.3	8.3	5.2	1.8
GRADUATED FROM HIGH SCHOOL	130	25	58	12	14	21	257	7	39	87	43	68	80	1	8	32	17	18
	38.5	37.3	42.3	31.6	36.8	36.2	34.3	38.9	37.5	37.7	31.4	29.2	30.0	20.0	57.1	33.3	22.1	31.6
ATTENDED COLLEGE	87	22	36	9	11	9	207	3	32	56	37	71	81	1	1	30	28	15
	25.7	32.8	26.3	23.7	28.9	15.5	27.6	16.7	30.8	24.2	27.0	30.5	30.3	20.0	7.1	31.3	36.4	26.3
GRADUATED FROM COLLEGE	37	5	8	6	7	11	107	3	10	32	24	36	45	1	2	15	10	11
	10.9	7.5	5.8	15.8	18.4	19.0	14.3	16.7	9.6	13.9	17.5	15.5	16.9	20.0	14.3	15.6	13.0	19.3
COLLEGE POST GRADUATE	43	10	12	3	6	12	100	0	6	37	22	33	38	0	0	10	17	11
	12.7	14.9	8.8	7.9	15.8	20.7	13.4	-	5.8	16.0	16.1	14.2	14.2	-	-	10.4	22.1	19.3
SIGMA	338	67	137	38	38	58	749	18	104	231	137	233	267	5	14	96	77	57
	100.0	100.0	100.0	100.1	99.9	100.0	99.9	100.1	100.1	100.1	100.1	100.1	100.0	100.0	99.9	99.9	100.1	100.1

HOUSEHOLD SIZE

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
TOTAL	342	67	138	39	38	60	755	18	104	232	139	236	268	5	14	96	77	58
TOTAL ANSWERING	342	67	138	39	38	60	755	18	104	232	139	236	268	5	14	96	77	58
1 MEMBER	57	10	24	5	9	9	98	0	14	32	12	36	42	0	2	12	14	10
	16.7	14.9	17.4	12.8	23.7	15.0	13.0	-	13.5	13.8	8.6	15.3	15.7	-	14.3	12.5	18.2	17.2
2 MEMBERS	141	29	61	18	9	24	226	6	35	79	32	66	65	3	1	29	14	12
	41.2	43.3	44.2	46.2	23.7	40.0	29.9	33.3	33.7	34.1	23.0	28.0	24.3	60.0	7.1	30.2	18.2	20.7
3 MEMBERS	57	12	21	7	9	8	166	8	21	53	25	54	68	2	2	23	23	16
	16.7	17.9	15.2	17.9	23.7	13.3	22.0	44.4	20.2	22.8	18.0	22.9	25.4	40.0	14.3	24.0	29.9	27.6
4 MEMBERS	53	8	21	4	6	14	163	1	21	39	44	52	44	0	2	16	12	13
	15.5	11.9	15.2	10.3	15.8	23.3	21.6	5.6	20.2	16.8	31.7	22.0	16.4	-	14.3	16.7	15.6	22.4
5 OR MORE MEMBERS	34	8	11	5	5	5	102	3	13	29	26	28	49	0	7	16	14	7
	9.9	11.9	8.0	12.8	13.2	8.3	13.5	16.7	12.5	12.5	18.7	11.9	18.3	-	50.0	16.7	18.2	12.1
SIGMA	342	67	138	39	38	60	755	18	104	232	139	236	268	5	14	96	77	58
	100.0	99.9	100.0	100.0	100.1	99.9	100.0	100.0	100.1	100.0	100.0	100.1	100.1	100.0	100.0	100.1	100.1	100.0

NATIONAL RESTAURANT ASSOCIATION STUDY 5703/4323

RESPONDENT'S SEX

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
TOTAL	342	67	138	39	38	60	755	18	104	232	139	236	268	5	14	96	77	58
TOTAL ANSWERING	342	67	138	39	38	60	755	18	104	232	139	236	268	5	14	96	77	58
MALE	156	35	63	22	9	27	365	7	45	126	65	107	132	2	10	48	43	23
	45.6	52.2	45.7	56.4	23.7	45.0	48.3	38.9	43.3	54.3	46.8	45.3	49.3	40.0	71.4	50.0	55.8	39.7
FEMALE	186	32	75	17	29	33	390	11	59	106	74	129	136	3	4	48	34	35
	54.4	47.8	54.3	43.6	76.3	55.0	51.7	61.1	56.7	45.7	53.2	54.7	50.7	60.0	28.6	50.0	44.2	60.3
SIGMA	342	67	138	39	38	60	755	18	104	232	139	236	268	5	14	96	77	58
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

GEOGRAPHIC DIVISION

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
TOTAL	342	67	138	39	38	60	755	18	104	232	139	236	268	5	14	96	77	58
TOTAL ANSWERING	342	67	138	39	38	60	755	18	104	232	139	236	268	5	14	96	77	58
NEW ENGLAND	8	1	1	2	2	2	43	2	8	15	4	12	12	0	0	4	3	3
	2.3	1.5	.7	5.1	5.3	3.3	5.7	11.1	7.7	6.5	2.9	5.1	4.5	-	-	4.2	3.9	5.2
MIDDLE ATLANTIC	29	7	8	5	2	7	114	2	15	54	15	23	27	1	2	12	6	6
	8.5	10.4	5.8	12.8	5.3	11.7	15.1	11.1	14.4	23.3	10.8	9.7	10.1	20.0	14.3	12.5	7.8	10.3
EAST NORTH CENTRAL	55	14	26	3	3	9	148	2	21	36	33	48	55	1	2	18	16	11
	16.1	20.9	18.8	7.7	7.9	15.0	19.6	11.1	20.2	15.5	23.7	20.3	20.5	20.0	14.3	18.8	20.8	19.0
WEST NROTH CENTRAL	28	6	11	2	5	4	54	0	5	16	16	16	26	1	2	9	11	3
	8.2	9.0	8.0	5.1	13.2	6.7	7.2	-	4.8	6.9	11.5	6.8	9.7	20.0	14.3	9.4	14.3	5.2
SOUTH ATLANTIC	73	12	32	4	9	16	128	5	25	36	23	36	40	1	4	13	6	14
	21.3	17.9	23.2	10.3	23.7	26.7	17.0	27.8	24.0	15.5	16.5	15.3	14.9	20.0	28.6	13.5	7.8	24.1
EAST SOUTH CENTRAL	23	6	10	2	4	1	47	4	8	11	9	13	14	1	1	3	8	1
	6.7	9.0	7.2	5.1	10.5	1.7	6.2	22.2	7.7	4.7	6.5	5.5	5.2	20.0	7.1	3.1	10.4	1.7
WEST SOUTH CENTRAL	60	6	27	8	5	14	71	1	11	19	15	24	29	0	1	11	8	7
	17.5	9.0	19.6	20.5	13.2	23.3	9.4	5.6	10.6	8.2	10.8	10.2	10.8	-	7.1	11.5	10.4	12.1
MOUNTAIN	25	3	9	6	4	3	41	1	3	11	7	18	25	0	2	12	5	4
	7.3	4.5	6.5	15.4	10.5	5.0	5.4	5.6	2.9	4.7	5.0	7.6	9.3	-	14.3	12.5	6.5	6.9
PACIFIC	41	12	14	7	4	4	109	1	8	34	17	46	40	0	0	14	14	9
	12.0	17.9	10.1	17.9	10.5	6.7	14.4	5.6	7.7	14.7	12.2	19.5	14.9	-	-	14.6	18.2	15.5
SIGMA	342	67	138	39	38	60	755	18	104	232	139	236	268	5	14	96	77	58
	99.9	100.1	99.9	99.9	100.1	100.1	100.0	100.1	100.0	100.0	99.9	100.0	99.9	100.0	100.0	100.1	100.1	100.0

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MARKET SIZE

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
TOTAL	342	67	138	39	38	60	755	18	104	232	139	236	268	5	14	96	77	58
TOTAL ANSWERING	342	67	138	39	38	60	755	18	104	232	139	236	268	5	14	96	77	58
NON RMA AND RMAS UNDER 50,000	115	21	47	14	16	17	213	4	28	63	39	69	54	1	5	21	11	11
	33.6	31.3	34.1	35.9	42.1	28.3	28.2	22.2	26.9	27.2	28.1	29.2	20.1	20.0	35.7	21.9	14.3	19.0
50,000 - 499,999	73	13	39	4	5	12	153	8	22	39	30	49	59	2	3	23	16	11
	21.3	19.4	28.3	10.3	13.2	20.0	20.3	44.4	21.2	16.8	21.6	20.8	22.0	40.0	21.4	24.0	20.8	19.0
500,000 - 1,999,999	73	15	26	12	10	10	135	2	19	39	27	45	56	0	2	18	20	13
	21.3	22.4	18.8	30.8	26.3	16.7	17.9	11.1	18.3	16.8	19.4	19.1	20.9	-	14.3	18.8	26.0	22.4
2,000,000 AND OVER	81	18	26	9	7	21	254	4	35	91	43	73	99	2	4	34	30	23
	23.7	26.9	18.8	23.1	18.4	35.0	33.6	22.2	33.7	39.2	30.9	30.9	36.9	40.0	28.6	35.4	39.0	39.7
SIGMA	342	67	138	39	38	60	755	18	104	232	139	236	268	5	14	96	77	58
	99.9	100.0	100.0	100.1	100.0	100.0	100.0	99.9	100.1	100.0	100.0	100.0	99.9	100.0	100.0	100.1	100.1	100.1

NATIONAL RESTAURANT ASSOCIATION STUDY 5703/4323

LIFESTAGE

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
TOTAL	342	67	138	39	38	60	755	18	104	232	139	236	268	5	14	96	77	58
TOTAL ANSWERING	342	67	138	39	38	60	755	18	104	232	139	236	268	5	14	96	77	58
YOUNG SINGLES	6	2	1	0	1	2	30	0	3	8	4	14	16	0	0	5	6	4
	1.8	3.0	.7	-	2.6	3.3	4.0	-	2.9	3.4	2.9	5.9	6.0	-	-	5.2	7.8	6.9
MIDDLE SINGLES	29	8	12	0	3	6	46	0	7	15	4	17	20	0	2	6	7	3
	8.5	11.9	8.7	-	7.9	10.0	6.1	-	6.7	6.5	2.9	7.2	7.5	-	14.3	6.3	9.1	5.2
OLDER SINGLES	22	0	11	5	5	1	22	0	4	9	4	5	6	0	0	1	1	3
	6.4	-	8.0	12.8	13.2	1.7	2.9	-	3.8	3.9	2.9	2.1	2.2	-	-	1.0	1.3	5.2
YOUNG COUPLE	15	1	4	6	3	1	74	2	8	24	11	26	30	1	0	15	8	4
	4.4	1.5	2.9	15.4	7.9	1.7	9.8	11.1	7.7	10.3	7.9	11.0	11.2	20.0	-	15.6	10.4	6.9
WORKING OLDER COUPLE	48	8	22	7	3	8	79	1	9	33	10	23	16	1	0	6	4	4
	14.0	11.9	15.9	17.9	7.9	13.3	10.5	5.6	8.7	14.2	7.2	9.7	6.0	20.0	-	6.3	5.2	6.9
RETIRED OLDER COUPLE	68	19	31	3	4	11	65	1	15	22	10	15	8	0	1	4	0	1
	19.9	28.4	22.5	7.7	10.5	18.3	8.6	5.6	14.4	9.5	7.2	6.4	3.0	-	7.1	4.2	-	1.7
YOUNG PARENT	58	11	17	8	7	15	183	3	20	47	49	56	86	1	5	33	23	20
	17.0	16.4	12.3	20.5	18.4	25.0	24.2	16.7	19.2	20.3	35.3	23.7	32.1	20.0	35.7	34.4	29.9	34.5
MIDDLE PARENT	43	10	15	2	6	10	132	4	15	32	33	43	41	1	0	13	14	10
	12.6	14.9	10.9	5.1	15.8	16.7	17.5	22.2	14.4	13.8	23.7	18.2	15.3	20.0	-	13.5	18.2	17.2
OLDER PARENT	44	6	24	6	5	3	112	7	22	37	13	32	36	0	6	10	12	7
	12.9	9.0	17.4	15.4	13.2	5.0	14.8	38.9	21.2	15.9	9.4	13.6	13.4	-	42.9	10.4	15.6	12.1
ROOMMATES	9	2	1	2	1	3	12	0	1	5	1	5	9	1	0	3	2	2
	2.6	3.0	.7	5.1	2.6	5.0	1.6	-	1.0	2.2	.7	2.1	3.4	20.0	-	3.1	2.6	3.4
SIGMA	342	67	138	39	38	60	755	18	104	232	139	236	268	5	14	96	77	58
	100.1	100.0	100.0	99.9	100.0	100.0	100.0	100.1	100.0	100.0	100.1	99.9	100.1	100.0	100.0	100.0	100.1	100.0

Q.1 MOST RECENT DINNER OCCASION - DAY OF THE WEEK

FRESHLY PREPARED CARRY-OUT FROM SUPERMARKET

	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
TOTAL	342	8	60	113	51	88
NO ANSWER	30	0	8	1	1	0
TOTAL ANSWERING	312	8	52	112	50	88
SUNDAY	38	1	8	11	8	10
	12.2	12.5	15.4	9.8	16.0	11.4
MONDAY	44	1	7	13	8	15
	14.1	12.5	13.5	11.6	16.0	17.0
TUESDAY	34	0	6	6	7	14
	10.9	-	11.5	5.4	14.0	15.9
WEDNESDAY	43	2	5	22	7	7
	13.8	25.0	9.6	19.6	14.0	8.0
THURSDAY	57	0	9	21	7	20
	18.3	-	17.3	18.8	14.0	22.7
FRIDAY	40	2	6	16	4	11
	12.8	25.0	11.5	14.3	8.0	12.5
SATURDAY	56	2	11	23	9	11
	17.9	25.0	21.2	20.5	18.0	12.5
SIGMA	312	8	52	112	50	88
	100.0	100.0	100.0	100.0	100.0	100.0

Q.2 MOST RECENT DINNER OCCASION - TIME OF DAY WHEN ARRIVED

FRESHLY PREPARED CARRY-OUT FROM SUPERMARKET

	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
TOTAL	342	8	60	113	51	88
NO ANSWER	41	0	9	8	2	2
TOTAL ANSWERING	301	8	51	105	49	86
4 TO 5PM	183	5	32	66	28	50
	60.8	62.5	62.7	62.9	57.1	58.1
5 TO 6PM	65	1	10	25	9	20
	21.6	12.5	19.6	23.8	18.4	23.3
6 TO 7PM	22	1	4	4	5	8
	7.3	12.5	7.8	3.8	10.2	9.3
7 TO 8PM	19	1	4	6	4	4
	6.3	12.5	7.8	5.7	8.2	4.7
8 TO 9PM	6	0	0	3	0	3
	2.0	-	-	2.9	-	3.5
9 TO 10PM	4	0	1	1	2	0
	1.3	-	2.0	1.0	4.1	-
AFTER 10PM	2	0	0	0	1	1
	.7	-	-	-	2.0	1.2
SIGMA	301	8	51	105	49	86
	100.0	100.0	99.9	100.1	100.0	100.1

Q.3 MOST RECENT DINNER OCCASION - WHEN DECISION WAS MADE TO GO THERE/TO PURCHASE CARRY OUT/TO CALL

FRESHLY PREPARED CARRY-OUT FROM SUPERMARKET

	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
TOTAL	342	8	60	113	51	88
NO ANSWER	32	0	8	3	1	0
TOTAL ANSWERING	310	8	52	110	50	88
LESS THAN AN HOUR BEFORE GOING THERE	172	1	27	59	29	54
	55.5	12.5	51.9	53.6	58.0	61.4
ONE TO TWO HOURS IN ADVANCE	54	1	8	21	8	16
	17.4	12.5	15.4	19.1	16.0	18.2
ON THE SAME DAY, BUT MORE THAN TWO HOURS IN ADVANCE	60	2	12	21	11	14
	19.4	25.0	23.1	19.1	22.0	15.9
A DAY OR MORE IN ADVANCE	24	4	5	9	2	4
	7.7	50.0	9.6	8.2	4.0	4.5
SIGMA	310	8	52	110	50	88
	100.0	100.0	100.0	100.0	100.0	100.0

Q.4A MOST RECENT DINNER OCCASION - LOCATION WHERE PIRCKED UP/DELIVERED FOOD WAS EATEN

BASE: MOST RECENT DINNER OCCASION WAS CARRY-OUT, DELIVERED

	FRESHLY PREPARED CARRY-OUT FROM SUPERMARKET					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
TOTAL	342	8	60	113	51	88
NO ANSWER	50	2	11	8	3	6
TOTAL ANSWERING	292	6	49	105	48	82
OWN HOME	244	3	44	86	38	72
	83.6	50.0	89.8	81.9	79.2	87.8
HOME OF FRIEND/RELATIVE	5	1	1	2	1	0
	1.7	16.7	2.0	1.9	2.1	-
IN THE CAR/TRAVELING	6	0	1	2	1	1
	2.1	-	2.0	1.9	2.1	1.2
PICNIC/CAMPING	7	1	1	1	2	2
	2.4	16.7	2.0	1.0	4.2	2.4
AT WORK/SCHOOL	5	0	0	3	0	2
	1.7	-	-	2.9	-	2.4
NAME RESTAURANT/DELI/STORE	20	1	2	9	4	4
	6.8	16.7	4.1	8.6	8.3	4.9
OTHER LOCATION	5	0	0	2	2	1
	1.7	-	-	1.9	4.2	1.2
SIGMA	292	6	49	105	48	82
	100.0	100.1	99.9	100.1	100.1	99.9

Q.48 MOST RECENT DINNER OCCASION - TOTAL TIME SPENT IN RESTAURANT/EATING DINNER

FRESHLY PREPARED CARRY-OUT FROM SUPERMARKET

	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
TOTAL	342	8	60	113	51	88
NO ANSWER	35	0	10	2	2	1
TOTAL ANSWERING	307	8	50	111	49	87
LESS THAN 10 MINUTES (5)	9	0	1	3	3	2
	2.9	-	2.0	2.7	6.1	2.3
10 TO 20 MINUTES (15)	44	1	6	17	4	15
	14.3	12.5	12.0	15.3	8.2	17.2
20 TO 30 MINUTES (25)	119	2	18	46	14	38
	38.8	25.0	36.0	41.4	28.6	43.7
30 TO 45 MINUTES (37.5)	83	3	13	30	16	21
	27.0	37.5	26.0	27.0	32.7	24.1
45 MINUTES TO 1 HOUR (52.5)	43	1	10	14	9	9
	14.0	12.5	20.0	12.6	18.4	10.3
1 TO 1 1/2 HOURS (75)	8	1	2	0	3	2
	2.6	12.5	4.0	-	6.1	2.3
1 1/2 TO 2 HOURS (105)	1	0	0	1	0	0
	.3	-	-	.9	-	-
MEAN	31.8	38.1	34.2	30.5	35.2	29.8
STD. DEV.	14.7	18.7	15.3	13.9	16.7	13.4
STD. ERR.	.837	6.610	2.158	1.318	2.383	1.433
SIGMA	307	8	50	111	49	87
	99.9	100.0	100.0	99.9	100.1	99.9

Q.5A MOST RECENT DINNER OCCASION - TOTAL PEOPLE IN PARTY

	FRESHLY PREPARED CARRY-OUT FROM SUPERMARKET					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
TOTAL	342	8	60	113	51	88
NO ANSWER	47	0	15	3	2	7
TOTAL ANSWERING	295	8	45	110	49	81
TOTAL PEOPLE IN PARTY						
1	44	1	8	19	7	9
	14.9	12.5	17.8	17.3	14.3	11.1
2	116	3	20	43	18	32
	39.3	37.5	44.4	39.1	36.7	39.5
3	48	1	4	19	9	13
	16.3	12.5	8.9	17.3	18.4	16.0
4	46	0	8	15	8	15
	15.6	-	17.8	13.6	16.3	18.5
5	19	0	3	6	2	8
	6.4	-	6.7	5.5	4.1	9.9
6	13	0	2	4	4	3
	4.4	-	4.4	3.6	8.2	3.7
7	3	1	0	2	0	0
	1.0	12.5	-	1.8	-	-
8	1	0	0	1	0	0
	.3	-	-	.9	-	-
9	1	0	0	0	1	0
	.3	-	-	-	2.0	-
10	2	1	0	0	0	1
	.7	12.5	-	-	-	1.2
11 OR MORE	2	1	0	1	0	0
	.7	12.5	-	.9	-	-

Q.5A MOST RECENT DINNER OCCASION - TOTAL PEOPLE IN PARTY

FRESHLY PREPARED CARRY-OUT FROM SUPERMARKET

	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
MEAN	2.9	4.9	2.6	2.8	3.0	3.0
STD. DEV.	1.8	4.2	1.4	1.9	1.7	1.5
STD. ERR.	.105	1.493	.206	.181	.239	.172
SIGMA	295	8	45	110	49	81
	99.9	100.0	100.0	100.0	100.0	99.9

Q.5B MOST RECENT DINNER OCCASION - NUMBER OF ADULTS

	FRESHLY PREPARED CARRY-OUT FROM SUPERMARKET					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
TOTAL	342	8	60	113	51	88
NO ANSWER	49	0	15	4	2	8
TOTAL ANSWERING	293	8	45	109	49	80
NUMBER OF ADULTS IN PARTY						
1	60 20.5	1 12.5	10 22.2	24 22.0	9 18.4	16 20.0
2	186 63.5	4 50.0	26 57.8	73 67.0	30 61.2	51 63.8
3	23 7.8	0 -	4 8.9	6 5.5	6 12.2	7 8.8
4	16 5.5	0 -	4 8.9	5 4.6	4 8.2	3 3.8
5	2 .7	0 -	0 -	0 -	0 -	2 2.5
6	2 .7	1 12.5	1 2.2	0 -	0 -	0 -
9	1 .3	1 12.5	0 -	0 -	0 -	0 -
10	1 .3	0 -	0 -	0 -	0 -	1 1.3
11 OR MORE	2 .7	1 12.5	0 -	1 .9	0 -	0 -
MEAN	2.2	4.5	2.1	2.0	2.1	2.1
STD. DEV.	1.4	4.1	1.0	1.4	.8	1.2
STD. ERR.	.082	1.439	.151	.136	.114	.135
SIGMA	293 100.0	8 100.0	45 100.0	109 100.0	49 100.0	80 100.2

Q.5C MOST RECENT DINNER OCCASION - NUMBER OF CHILDREN AGE 12 OR UNDER

	FRESHLY PREPARED CARRY-OUT FROM SUPERMARKET					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
TOTAL	342	8	60	113	51	88
NO ANSWER	212	3	46	62	30	51
TOTAL ANSWERING	130	5	14	51	21	37
NUMBER OF CHILDREN AGE 12 OR UNDER						
0	35	2	3	15	5	10
	26.9	40.0	21.4	29.4	23.8	27.0
1	44	3	4	14	6	15
	33.8	60.0	28.6	27.5	28.6	40.5
2	32	0	4	13	6	9
	24.6	-	28.6	25.5	28.6	24.3
3	14	0	3	6	2	3
	10.8	-	21.4	11.8	9.5	8.1
4	3	0	0	2	1	0
	2.3	-	-	3.9	4.8	-
5	2	0	0	1	1	0
	1.5	-	-	2.0	4.8	-
MEAN	1.3	.6	1.5	1.4	1.6	1.1
STD. DEV.	1.1	.5	1.1	1.3	1.4	.9
STD. ERR.	.100	.245	.292	.175	.297	.151
SIGMA	130	5	14	51	21	37
	99.9	100.0	100.0	100.1	100.1	99.9

Q.5D MOST RECENT DINNER OCCASION - NUMBER OF CHILDREN AGE 13-17

	FRESHLY PREPARED CARRY-OUT FROM SUPERMARKET					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
TOTAL	342	8	60	113	51	88
NO ANSWER	260	5	55	84	38	57
TOTAL ANSWERING	82	3	5	29	13	31
NUMBER OF CHILDREN AGE 13 TO 17						
0	42	3	3	16	6	13
	51.2	100.0	60.0	55.2	46.2	41.9
1	28	0	2	10	5	11
	34.1	-	40.0	34.5	38.5	35.5
2	8	0	0	1	2	5
	9.8	-	-	3.4	15.4	16.1
3	3	0	0	1	0	2
	3.7	-	-	3.4	-	6.5
4	1	0	0	1	0	0
	1.2	-	-	3.4	-	-
MEAN	.7	.0	.4	.7	.7	.9
STD. DEV.	.9	.0	.5	1.0	.8	.9
STD. ERR.	.098	.000	.245	.181	.208	.166
SIGMA	82	3	5	29	13	31
	100.0	100.0	100.0	99.9	100.1	100.0

Q.7 MOST RECENT DINNER OCCASION - TYPE OF PLACE WHERE DINNER WAS BOUGHT MOST

BASE: BASE ,FRESHLY PREPARED CARRY-OUT FOOD PURCHASED FROM A SUPERMARKET, CONVENIENCE STORE OR DELI

	FRESHLY PREPARED CARRY-OUT FROM SUPERMARKET					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
TOTAL	342	8	60	113	51	88
NO ANSWER	40	1	11	2	1	5
TOTAL ANSWERING	302	7	49	111	50	83
SUPERMARKET	252	7	35	88	45	75
	83.4	100.0	71.4	79.3	90.0	90.4
CONVENIENCE STORE	9	0	1	1	3	4
	3.0	-	2.0	.9	6.0	4.8
DELI	41	0	13	22	2	4
	13.6	-	26.5	19.8	4.0	4.8
SIGMA	302	7	49	111	50	83
	100.0	100.0	99.9	100.0	100.0	100.0

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Q.8 MOST RECENT DINNER OCCASION - AMOUNT SPENT ON DINNER

	FRESHLY PREPARED CARRY-OUT FROM SUPERMARKET					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
TOTAL	342	8	60	113	51	88
NO ANSWER	34	0	11	1	1	0
TOTAL ANSWERING	308	8	49	112	50	88
$1-5	89	0	11	39	14	24
	28.9	-	22.4	34.8	28.0	27.3
$6-10	136	2	28	44	21	41
	44.2	25.0	57.1	39.3	42.0	46.6
$11-15	49	1	7	19	7	15
	15.9	12.5	14.3	17.0	14.0	17.0
$16-20	18	2	1	3	6	6
	5.8	25.0	2.0	2.7	12.0	6.8
$21-30	12	1	2	5	2	2
	3.9	12.5	4.1	4.5	4.0	2.3
$31-40	1	0	0	1	0	0
	.3	-	-	.9	-	-
$41-50	2	2	0	0	0	0
	.6	25.0	-	-	-	-
$100 OR MORE	1	0	0	1	0	0
	.3	-	-	.9	-	-
MEDIAN	7.39	17.50	7.41	6.93	7.62	7.44
MEAN	11.9	24.5	8.7	16.1	9.2	8.7
STD. DEV.	45.5	16.8	4.3	75.0	5.7	4.9
STD. ERR.	2.593	5.940	.619	7.087	.812	.523
SIGMA	308	8	49	112	50	88
	99.9	100.0	99.9	100.1	100.0	100.0

Q.8 MOST RECENT DINNER OCCASION - AVERAGE AMOUNT SPENT ON DINNER PER PERSON

	FRESHLY PREPARED CARRY-OUT FROM SUPERMARKET					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
TOTAL	342	8	60	113	51	88
NO ANSWER	53	0	16	4	2	10
TOTAL ANSWERING	289	8	44	109	49	78
$1-5	249	5	43	92	41	67
	86.2	62.5	97.7	84.4	83.7	85.9
$6-10	31	1	1	13	7	9
	10.7	12.5	2.3	11.9	14.3	11.5
$11-15	6	1	0	3	1	1
	2.1	12.5	-	2.8	2.0	1.3
$16-20	1	1	0	0	0	0
	.3	12.5	-	-	-	-
$21-30	1	0	0	0	0	1
	.3	-	-	-	-	1.3
$100 OR MORE	1	0	0	1	0	0
	.3	-	-	.9	-	-
MEDIAN	?	?	?	?	?	?
MEAN	4.6	7.4	3.4	6.0	3.5	3.7
STD. DEV.	15.6	6.0	1.2	25.2	2.1	2.9
STD. ERR.	.910	2.127	.183	2.401	.305	.325
SIGMA	289	8	44	109	49	78
	99.9	100.0	100.0	100.0	100.0	100.0

Q.9 MOST RECENT DINNER OCCASION - WHETHER A COUPON OR SPECIAL OFFER WAS USED

	FRESHLY PREPARED CARRY-OUT FROM SUPERMARKET					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
TOTAL	342	8	60	113	51	88
NO ANSWER	32	0	9	2	1	0
TOTAL ANSWERING	310	8	51	111	50	88
YES	26	0	3	13	6	4
	8.4	-	5.9	11.7	12.0	4.5
NO	284	8	48	98	44	84
	91.6	100.0	94.1	88.3	88.0	95.5
SIGMA	310	8	51	111	50	88
	100.0	100.0	100.0	100.0	100.0	100.0

Q.10 STATEMENT AS A RATING OF HOW RESPONDENT FELT AT TIME DECIDED TO EAT AT REST/CARRY-OUT/HAVE DINNER DELIVERED — MEAN SUMMARY

	FRESHLY PREPARED CARRY-OUT FROM SUPERMARKET					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
I/WE WANTED THE EASIEST THING AVAILABLE--THE OPTION WITH THE LEAST HASSLES						
MEAN	7.18	4.00	5.82	7.17	6.70	8.56
I/WE JUST HAD A CRAVING FOR SOMETHING DIFFERENT, SOMETHING I/WE DIDN'T HAVE AT HOME						
MEAN	5.58	7.13	5.35	7.36	6.18	2.92
WHAT WITH MEETINGS, WORKING LATE, SOMEBODY OUT OF TOWN, SPORTS, LESSONS, AND CRAZY SCHEDULES I/WE JUST WANTED TO MAKE SURE THAT I/WE GOT SOMETHING TO EAT FOR DINNER						
MEAN	4.82	3.75	2.34	3.91	4.76	7.51
IT GOT TOO LATE TO COOK OR DO WHAT I/WE WOULD HAVE REALLY LIKED TO DO FOR DINNER						
MEAN	4.22	2.63	2.98	3.57	4.53	5.70
I/WE DIDN'T HAVE ANY ENERGY LEFT						
MEAN	3.90	1.50	1.76	2.97	4.80	5.99
ALL I/WE WANTED TO DO WAS GET IT OVER WITH. I/WE KNEW WE HAD TO EAT SOMETHING BUT I/WE DIDN'T GIVE TOO MUCH THOUGHT TO WHAT IT WAS ,NOR DID I/WE CARE VERY MUCH						
MEAN	3.74	3.75	1.87	2.93	3.75	5.81
I/WE FELT PRESSED FOR TIME						
MEAN	3.67	1.50	1.94	2.69	4.02	5.88

Q.10 STATEMENT AS A RATING OF HOW RESPONDENT FELT AT TIME DECIDED TO EAT AT REST/CARRY-OUT/HAVE DINNER DELIVERED — MEAN SUMMARY

	FRESHLY PREPARED CARRY-OUT FROM SUPERMARKET					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
I/WE FELT LIKE I/WE DESERVED A TREAT OR REWARD						
MEAN	3.63	8.63	3.12	4.53	4.46	1.80
I/WE WERE FEELING PRETTY RELAXED AND AGREEABLE. I/WE DIDN'T HAVE VERY STRONG FEELINGS ABOUT WHAT, IN PARTICULAR, I/WE WANTED TO EAT. I/WE JUST WENT ALONG WITH SOMEONE ELSE'S SUGGESTION						
MEAN	3.21	4.75	2.68	3.35	4.28	2.54
I/WE WERE IN AN UP MOOD, A PARTY MOOD. I/WE FELT LIKE HAVING FUN						
MEAN	2.38	9.00	2.17	2.24	3.27	1.54
I/WE HAD SOMETHING TO CELEBRATE						
MEAN	1.85	7.88	1.44	1.66	2.96	1.11

Q.11 DEGREE TO WHICH STATEMENT HAD TO DO WITH DECISION TO GET DINNER AT SELECTED PLACE -- MEAN SUMMARY

	FRESHLY PREPARED CARRY-OUT FROM SUPERMARKET					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
FOOD QUALITY						
MEAN	8.20	9.38	9.53	8.95	5.53	7.81
CONVENIENCE OF LOCATION						
MEAN	8.16	9.75	9.40	8.04	6.38	8.39
FRESH FOOD/INGREDIENTS						
MEAN	8.07	10.00	8.40	8.95	6.18	7.67
SPEED OF SERVICE						
MEAN	7.92	7.00	9.09	8.32	5.84	7.96
THEIR PRICE RANGES						
MEAN	7.71	8.13	8.75	8.51	5.41	7.34
VALUE FOR THE MONEY						
MEAN	7.40	7.88	9.45	7.96	4.80	6.82
CLEANLINESS						
MEAN	7.10	9.13	9.57	7.82	3.76	6.29
THEIR CONSISTENCY						
MEAN	6.72	9.38	9.19	7.24	4.06	5.87

Q.11 DEGREE TO WHICH STATEMENT HAD TO DO WITH DECISION TO GET DINNER AT SELECTED PLACE -- MEAN SUMMARY

	FRESHLY PREPARED CARRY-OUT FROM SUPERMARKET					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
THE HOURS THEY'RE OPEN						
MEAN	6.69	8.50	9.18	6.80	5.08	5.68
FRIENDLY PEOPLE/SERVICE						
MEAN	6.58	8.75	9.00	6.79	4.32	5.88
NO LINES/NO WAITING						
MEAN	6.28	7.57	8.32	6.46	4.04	5.92
THEIR VARIETY						
MEAN	6.12	9.00	8.35	6.56	4.12	5.00
FOOD PRESENTATION						
MEAN	6.08	7.38	8.98	6.54	3.94	4.70
THE SIZE OF THE PORTIONS						
MEAN	5.88	6.88	8.73	6.15	3.78	4.80
THEY HAVE UNIQUE OR ORIGINAL FOOD						
MEAN	5.41	7.75	7.45	5.72	4.20	4.25
NICE PLACE TO GO						
MEAN	5.37	8.38	8.38	4.89	3.57	4.76

Q.11 DEGREE TO WHICH STATEMENT HAD TO DO WITH DECISION TO GET DINNER AT SELECTED PLACE — MEAN SUMMARY

FRESHLY PREPARED CARRY-OUT FROM SUPERMARKET

	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
KIDS LIKE IT						
MEAN	4.08	5.43	4.80	3.65	3.75	4.29
SPECIAL DEALS/COUPONS						
MEAN	3.63	5.00	5.48	3.55	3.75	2.36
COMFORTABLE SEATING						
MEAN	2.66	2.88	5.73	1.66	2.70	2.00

RESPONDENT'S EMPLOYMENT STATUS

	FRESHLY PREPARED CARRY-OUT FROM SUPERMARKET					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
TOTAL	342	8	60	113	51	88
NO ANSWER	7	0	3	2	1	1
TOTAL ANSWERING	335	8	57	111	50	87
FULL-TIME	179	3	21	63	32	49
	53.4	37.5	36.8	56.8	64.0	56.3
PART-TIME	51	2	9	17	7	14
	15.2	25.0	15.8	15.3	14.0	16.1
RETIRED	58	3	18	18	5	10
	17.3	37.5	31.6	16.2	10.0	11.5
NOT EMPLOYED	47	0	9	13	6	14
	14.0	-	15.8	11.7	12.0	16.1
SIGMA	335	8	57	111	50	87
	99.9	100.0	100.0	100.0	100.0	100.0

ANNUAL HOUSEHOLD INCOME

	FRESHLY PREPARED CARRY-OUT FROM SUPERMARKET					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
TOTAL	342	8	60	113	51	88
TOTAL ANSWERING	342	8	60	113	51	88
UNDER $10,000 (5.0)	69	4	18	17	9	15
	20.2	50.0	30.0	15.0	17.6	17.0
$10,000 - $19,999 (14.9)	56	0	12	21	8	11
	16.4	-	20.0	18.6	15.7	12.5
$20,000 - $29,999 (24.9)	56	1	10	24	6	9
	16.4	12.5	16.7	21.2	11.8	10.2
$30,000 - $44,999 (37.5)	78	0	11	30	12	23
	22.8	-	18.3	26.5	23.5	26.1
$45,000 AND OVER (52.5)	83	3	9	21	16	30
	24.3	37.5	15.0	18.6	31.4	34.1
SIGMA	342	8	60	113	51	88
	100.1	100.0	100.0	99.9	100.0	99.9

RESPONDENT'S EDUCATION

FRESHLY PREPARED CARRY-OUT FROM SUPERMARKET

	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
TOTAL	342	8	60	113	51	88
NO ANSWER	1	0	0	1	0	0
TOTAL ANSWERING	341	8	60	112	51	88
ATTENDED GRADE SCHOOL	6	1	1	1	2	1
	1.8	12.5	1.7	.9	3.9	1.1
GRADUATED FROM GRADE SCHOOL	7	0	5	1	0	1
	2.1	-	8.3	.9	-	1.1
ATTENDED HIGH SCHOOL	28	1	5	9	2	7
	8.2	12.5	8.3	8.0	3.9	8.0
GRADUATED FROM HIGH SCHOOL	114	2	26	42	22	16
	33.4	25.0	43.3	37.5	43.1	18.2
ATTENDED COLLEGE	97	4	10	36	10	33
	28.4	50.0	16.7	32.1	19.6	37.5
GRADUATED FROM COLLEGE	49	0	9	11	6	18
	14.4	-	15.0	9.8	11.8	20.5
COLLEGE POST GRADUATE	40	0	4	12	9	12
	11.7	-	6.7	10.7	17.6	13.6
SIGMA	341	8	60	112	51	88
	100.0	100.0	100.0	99.9	99.9	100.0

HOUSEHOLD SIZE

	FRESHLY PREPARED CARRY-OUT FROM SUPERMARKET					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
TOTAL	342	8	60	113	51	88
TOTAL ANSWERING	342	8	60	113	51	88
1 MEMBER	63	2	15	17	12	13
	18.4	25.0	25.0	15.0	23.5	14.8
2 MEMBERS	112	4	24	35	12	29
	32.7	50.0	40.0	31.0	23.5	33.0
3 MEMBERS	66	1	9	27	6	19
	19.3	12.5	15.0	23.9	11.8	21.6
4 MEMBERS	52	1	9	13	9	16
	15.2	12.5	15.0	11.5	17.6	18.2
5 OR MORE MEMBERS	49	0	3	21	12	11
	14.3	-	5.0	18.6	23.5	12.5
SIGMA	342	8	60	113	51	88
	99.9	100.0	100.0	100.0	99.9	100.1

RESPONDENT'S SEX

	FRESHLY PREPARED CARRY-OUT FROM SUPERMARKET					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
TOTAL	342	8	60	113	51	88
TOTAL ANSWERING	342	8	60	113	51	88
MALE	152	5	27	54	22	34
	44.4	62.5	45.0	47.8	43.1	38.6
FEMALE	190	3	33	59	29	54
	55.6	37.5	55.0	52.2	56.9	61.4
SIGMA	342	8	60	113	51	88
	100.0	100.0	100.0	100.0	100.0	100.0

GEOGRAPHIC DIVISION

	FRESHLY PREPARED CARRY-OUT FROM SUPERMARKET					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
TOTAL	342	8	60	113	51	88
TOTAL ANSWERING	342	8	60	113	51	88
NEW ENGLAND	25	1	3	9	5	5
	7.3	12.5	5.0	8.0	9.8	5.7
MIDDLE ATLANTIC	65	0	11	24	8	19
	19.0	-	18.3	21.2	15.7	21.6
EAST NORTH CENTRAL	57	2	8	14	14	15
	16.7	25.0	13.3	12.4	27.5	17.0
WEST NROTH CENTRAL	25	0	5	10	3	4
	7.3	-	8.3	8.8	5.9	4.5
SOUTH ATLANTIC	66	2	11	18	12	18
	19.3	25.0	18.3	15.9	23.5	20.5
EAST SOUTH CENTRAL	19	1	7	3	2	5
	5.6	12.5	11.7	2.7	3.9	5.7
WEST SOUTH CENTRAL	23	1	6	9	2	3
	6.7	12.5	10.0	8.0	3.9	3.4
MOUNTAIN	16	0	4	7	0	5
	4.7	-	6.7	6.2	-	5.7
PACIFIC	46	1	5	19	5	14
	13.5	12.5	8.3	16.8	9.8	15.9
SIGMA	342	8	60	113	51	88
	100.1	100.0	99.9	100.0	100.0	100.0

MARKET SIZE

	FRESHLY PREPARED CARRY-OUT FROM SUPERMARKET					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
TOTAL	342	8	60	113	51	88
TOTAL ANSWERING	342	8	60	113	51	88
NON RMA AND RMAS UNDER 50,000	103	1	15	36	16	24
	30.1	12.5	25.0	31.9	31.4	27.3
50,000 - 499,999	76	2	18	30	5	17
	22.2	25.0	30.0	26.5	9.8	19.3
500,000 - 1,999,999	57	3	8	15	12	17
	16.7	37.5	13.3	13.3	23.5	19.3
2,000,000 AND OVER	106	2	19	32	18	30
	31.0	25.0	31.7	28.3	35.3	34.1
SIGMA	342	8	60	113	51	88
	100.0	100.0	100.0	100.0	100.0	100.0

LIFESTAGE

	FRESHLY PREPARED CARRY-OUT FROM SUPERMARKET					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
TOTAL	342	8	60	113	51	88
TOTAL ANSWERING	342	8	60	113	51	88
YOUNG SINGLES	15	1	1	5	4	3
	4.4	12.5	1.7	4.4	7.8	3.4
MIDDLE SINGLES	35	1	10	10	5	7
	10.2	12.5	16.7	8.8	9.8	8.0
OLDER SINGLES	13	0	4	2	3	3
	3.8	-	6.7	1.8	5.9	3.4
YOUNG COUPLE	31	0	5	12	4	9
	9.1	-	8.3	10.6	7.8	10.2
WORKING OLDER COUPLE	37	1	7	9	4	13
	10.8	12.5	11.7	8.0	7.8	14.8
RETIRED OLDER COUPLE	40	2	15	14	1	5
	11.7	25.0	25.0	12.4	2.0	5.7
YOUNG PARENT	66	1	9	22	12	17
	19.3	12.5	15.0	19.5	23.5	19.3
MIDDLE PARENT	48	0	2	19	8	14
	14.0	-	3.3	16.8	15.7	15.9
OLDER PARENT	51	2	6	18	8	16
	14.9	25.0	10.0	15.9	15.7	18.2
ROOMMATES	6	0	1	2	2	1
	1.8	-	1.7	1.8	3.9	1.1
SIGMA	342	8	60	113	51	88
	100.0	100.0	100.1	100.0	99.9	100.0

QUESTIONNAIRE

SECTION I

1. Listed below are a number of different ways in which you might have your evening meal. Please think back and make your best guess about the number of times in the past 30 days you had an evening meal which falls into each of the categories "a" through "h". Record these numbers in Column 1.

Then add in the last category "i" the number of times that none of the categories listed applies. (For example, you had a home prepared meal or dinner at a friend's house.)

The total of your estimates in Column 1 should be 30.

	Column "1" Number Of Times In Past 30 Days	Column "2" If The Number You Wrote In is "1" Or More, Please Also Complete Each Section Indicated	
a. Had dinner at a sit-down restaurant (with table service) where the expense (per person check size) is generally $10.00 or more per adult	________	--▶ Section II	(10-11)
b. Had dinner at a sit-down restaurant (with table service) where the expense (per person check size) is generally under $10.00 per adult	________	--▶ Section III	(12-13)
c. Had dinner at a fast food restaurant, (ordered at the counter and stayed there to eat dinner)	________	--▶ Section IV	(14-15)
d. Had dinner at a self-service cafeteria or buffet	________	--▶ Section V	(16-17)
e. Had **carry-out** food for dinner: You went to or called a fast-food place or restaurant, picked up your food and ate it elsewhere	________	--▶ Section VI	(18-19)
f. Had dinner food **delivered**: You called a fast-food place or restaurant and had the food delivered to you	________	--▶ Section VII	(20-21)
g. Purchased freshly prepared carry-out food (not frozen food) from a supermarket, convenience store or deli and had that for dinner on the same day	________	--▶ Section VIII	(22-23)
h. Did not have a dinner or evening meal at all	________		(24-25)
i. None of the above situations apply	________		(26-27)
Total must add to 30	________		(28-29)

(30-79) -

SECTION II

(80-1)

Complete this section only if you "Had dinner at a sit-down restaurant where the expense is $10.00 or more per adult" during the past 30 days. (Found in Section I, Question 1a).

Please provide these details on ONLY THE MOST RECENT TIME you had dinner which fit the above description.

1. What day of the week was this dinner occasion? (CHECK *ONE* BOX) (10)
   - 1 ☐ Sunday
   - 2 ☐ Monday
   - 3 ☐ Tuesday
   - 4 ☐ Wednesday
   - 5 ☐ Thursday
   - 6 ☐ Friday
   - 7 ☐ Saturday

2. What time of day did you arrive at the restaurant? (CHECK *ONE* BOX) (11)
   - 1 ☐ 4 to 5pm
   - 2 ☐ 5 to 6pm
   - 3 ☐ 6 to 7pm
   - 4 ☐ 7 to 8pm
   - 5 ☐ 8 to 9pm
   - 6 ☐ 9 to 10pm
   - 7 ☐ After 10pm

3. When did you make the decision to go there? (CHECK *ONE* BOX) (12)
   - 1 ☐ Less than an hour before going there
   - 2 ☐ One to two hours in advance
   - 3 ☐ On the same day, but more than two hours in advance
   - 4 ☐ A day or more in advance

   (13-14)-

4. How much time did you spend at the restaurant in total? (CHECK *ONE* BOX) (15)
   - 1 ☐ Less than 10 minutes
   - 2 ☐ 10 to 20 minutes
   - 3 ☐ 20 to 30 minutes
   - 4 ☐ 30 to 45 minutes
   - 5 ☐ 45 minutes to 1 hour
   - 6 ☐ 1 to 1 1/2 hours
   - 7 ☐ 1 1/2 to 2 hours
   - 8 ☐ Over 2 hours

5. How many people were in your party, including yourself? Total: ________ (16-17)

   # of adults: ________ (18-19) # of children age 12 or under: ________ (20-21) # of children age 13 to 17: ________ (22-23)

6. What was the name of this restaurant? (WRITE IN): ______________________________ (24-25)

7. Which one of the following best describes the establishment you listed in Question 6? (CHECK *ONE* BOX) (26)- (27-28)
   - 01 ☐ Fish/Seafood
   - 02 ☐ American
   - 03 ☐ Oriental
   - 04 ☐ Italian
   - 05 ☐ Other Ethnic
   - 06 ☐ Barbecue
   - 07 ☐ Steak
   - 08 ☐ Hamburger
   - 09 ☐ Sandwich
   - 10 ☐ Chicken
   - 11 ☐ Pizza
   - 12 ☐ Cafeteria
   - 13 ☐ Family/General Menu
   - 14 ☐ Other (Specify): ________________

8. What is your best guess of the total dollar amount that your party spent for that dinner (without the tip)? (WRITE IN)

   $ ______________ (29-31)

9. Did you use a coupon or any kind of special offer for that dinner?
   - 1 ☐ Yes
   - 2 ☐ No

   (32)

10. Now, please rate how descriptive the statements below are of how you felt at the time you decided to eat dinner at the restaurant on the evening you just described on the previous page. Just circle a number between 1 and 10, where "10" means very descriptive or "right on," and "1" means "not at all descriptive," "does not apply at all."

(33–46)–

	Very Descriptive	◄						►	Does Not Apply At All		
a. I/We felt like I/we deserved a treat or reward	10	9	8	7	6	5	4	3	2	1	(47)
b. I/we just had a craving for something different, something I/we didn't have at home	10	9	8	7	6	5	4	3	2	1	(48)
c. What with meetings, working late, somebody out of town, sports, lessons, and crazy schedules, I/we just wanted to make sure that I/we got something to eat for dinner	10	9	8	7	6	5	4	3	2	1	(49)
d. All I/we wanted to do was get it over with. I/We knew we had to eat something but I/we didn't give too much thought to what it was, nor did I/we care very much	10	9	8	7	6	5	4	3	2	1	(50)
e. I/We were feeling pretty relaxed and agreeable. I/We didn't have very strong feelings about what, in particular, I/we wanted to eat. I/We just went along with someone else's suggestion	10	9	8	7	6	5	4	3	2	1	(51)
f. I/We were in an up mood, a party mood. I/We felt like having fun	10	9	8	7	6	5	4	3	2	1	(52)
g. I/We had something to celebrate	10	9	8	7	6	5	4	3	2	1	(53)
h. I/We wanted the easiest thing available--the option with the least hassles	10	9	8	7	6	5	4	3	2	1	(54)
i. It got too late to cook or do what I/we would have really liked to do for dinner	10	9	8	7	6	5	4	3	2	1	(55)
j. I/We didn't have any energy left	10	9	8	7	6	5	4	3	2	1	(56)
k. I/We felt pressed for time	10	9	8	7	6	5	4	3	2	1	(57)

11. Please rate each of the following factors in terms of how much they had to do with your decision to get dinner at the particular place you chose. (CIRCLE *ONE* NUMBER FOR *EACH* ITEM, a THROUGH s)

	Was A Very Important Factor In The Decision To Get Food There	◄						►	Was Not At All Important In The Decision To Get Food There		
a. Fresh food/ingredients	10	9	8	7	6	5	4	3	2	1	(58)
b. Speed of service	10	9	8	7	6	5	4	3	2	1	(59)
c. Their price range	10	9	8	7	6	5	4	3	2	1	(60)
d. They have unique or original food	10	9	8	7	6	5	4	3	2	1	(61)
e. Kids like it	10	9	8	7	6	5	4	3	2	1	(62)
f. Nice place to go	10	9	8	7	6	5	4	3	2	1	(63)
g. Friendly people/service	10	9	8	7	6	5	4	3	2	1	(64)
h. The hours they're open	10	9	8	7	6	5	4	3	2	1	(65)
i. Their consistency	10	9	8	7	6	5	4	3	2	1	(66)
j. Special deals/coupons	10	9	8	7	6	5	4	3	2	1	(67)
k. Their variety	10	9	8	7	6	5	4	3	2	1	(68)
l. No lines/no waiting	10	9	8	7	6	5	4	3	2	1	(69)
m. The size of the portions	10	9	8	7	6	5	4	3	2	1	(70)
n. Food presentation	10	9	8	7	6	5	4	3	2	1	(71)
o. Convenience of location	10	9	8	7	6	5	4	3	2	1	(72)
p. Comfortable seating	10	9	8	7	6	5	4	3	2	1	(73)
q. Cleanliness	10	9	8	7	6	5	4	3	2	1	(74)
r. Value for the money	10	9	8	7	6	5	4	3	2	1	(75)
s. Food quality	10	9	8	7	6	5	4	3	2	1	(76)

(77–79)–

(80–2)

SECTION III

Complete this section only if you "Had dinner at a sit-down restaurant where the expense is generally under $10.00 per adult." (Found in Section I, Question 1b).

Please provide these details on ONLY THE MOST RECENT TIME you had a dinner which fit the above description.

1. What day of the week was this dinner occasion? (CHECK *ONE* BOX)

   1 ☐ Sunday
   2 ☐ Monday
   3 ☐ Tuesday
   4 ☐ Wednesday
   5 ☐ Thursday
   6 ☐ Friday
   7 ☐ Saturday
   (10)

2. What time of day did you arrive at the restaurant? (CHECK *ONE* BOX)

   1 ☐ 4 to 5pm
   2 ☐ 5 to 6pm
   3 ☐ 6 to 7pm
   4 ☐ 7 to 8pm
   5 ☐ 8 to 9pm
   6 ☐ 9 to 10pm
   7 ☐ After 10pm
   (11)

3. When did you make the decision to go there? (CHECK *ONE* BOX)

   1 ☐ Less than an hour before going there
   2 ☐ One to two hours in advance
   3 ☐ On the same day, but more than two hours in advance
   4 ☐ A day or more in advance
   (12)
   (13-14)-

4. How much time did you spend at the restaurant in total? (CHECK *ONE* BOX)

   1 ☐ Less than 10 minutes
   2 ☐ 10 to 20 minutes
   3 ☐ 20 to 30 minutes
   4 ☐ 30 to 45 minutes
   5 ☐ 45 minutes to 1 hour
   6 ☐ 1 to 1 1/2 hours
   7 ☐ 1 1/2 to 2 hours
   8 ☐ Over 2 hours
   (15)

5. How many people were in your party, including yourself? Total:________ (16-17)

   # of adults:________ (18-19) # of children age 12 or under:________ (20-21) # of children age 13 to 17:________ (22-23)

6. What was the name of this restaurant? (WRITE IN): ______________________________ (24-25)

7. Which one of the following **best** describes the establishment you listed in Question 6? (CHECK *ONE* BOX) (26)-

   01 ☐ Fish/Seafood
   02 ☐ American
   03 ☐ Oriental
   04 ☐ Italian
   05 ☐ Other Ethnic
   06 ☐ Barbecue
   07 ☐ Steak
   08 ☐ Hamburger
   09 ☐ Sandwich
   10 ☐ Chicken
   11 ☐ Pizza
   12 ☐ Cafeteria
   13 ☐ Family/General Menu
   14 ☐ Other (Specify): ______________
   (27-28)

8. What is your best guess of the total dollar amount that your party spent for that dinner (without the tip)? (WRITE IN)

   $______________ (29-31)

9. Did you use a coupon or any kind of special offer for that dinner?

   1 ☐ Yes
   2 ☐ No
   (32)

10. Now, please rate how descriptive the statements below are of how you felt at the time you decided to eat dinner at the restaurant on the evening you just described. Just circle a number between 1 and 10, where "10" means very descriptive or "right on," and "1" means "not at all descriptive," "does not apply at all." (33-46)-

	Very Descriptive	◄						►	Does Not Apply At All		
a. I/We felt like I/we deserved a treat or reward	10	9	8	7	6	5	4	3	2	1	(47)
b. I/we just had a craving for something different, something I/we didn't have at home	10	9	3	7	6	5	4	3	2	1	(48)
c. What with meetings, working late, somebody out of town, sports, lessons, and crazy schedules, I/we just wanted to make sure that I/we got something to eat for dinner	10	9	8	7	6	5	4	3	2	1	(49)
d. All I/we wanted to do was get it over with. I/We knew we had to eat something but I/we didn't give too much thought to what it was, nor did I/we care very much	10	9	8	7	6	5	4	3	2	1	(50)
e. I/We were feeling pretty relaxed and agreeable. I/We didn't have very strong feelings about what, in particular, I/we wanted to eat. I/We just went along with someone else's suggestion	10	9	8	7	6	5	4	3	2	1	(51)
f. I/We were in an up mood, a party mood. I/We felt like having fun	10	9	8	7	6	5	4	3	2	1	(52)
g. I/We had something to celebrate	10	9	8	7	6	5	4	3	2	1	(53)
h. I/We wanted the easiest thing available--the option with the least hassles	10	9	8	7	6	5	4	3	2	1	(54)
i. It got too late to cook or do what I/we would have really liked to do for dinner	10	9	8	7	6	5	4	3	2	1	(55)
j. I/We didn't have any energy left	10	9	8	7	6	5	4	3	2	1	(56)
k. I/We felt pressed for time	10	9	8	7	6	5	4	3	2	1	(57)

11. Please rate each of the following factors in terms of how much they had to do with your decision to get dinner at the particular place you chose. (CIRCLE *ONE* NUMBER FOR *EACH* ITEM, a THROUGH s)

	Was A Very Important Factor In The Decision To Get Food There	◄							►	Was Not At All Important In The Decision To Get Food There	
a. Fresh food/ingredients	10	9	8	7	6	5	4	3	2	1	(58)
b. Speed of service	10	9	8	7	6	5	4	3	2	1	(59)
c. Their price range	10	9	8	7	6	5	4	3	2	1	(60)
d. They have unique or original food	10	9	8	7	6	5	4	3	2	1	(61)
e. Kids like it	10	9	8	7	6	5	4	3	2	1	(62)
f. Nice place to go	10	9	8	7	6	5	4	3	2	1	(63)
g. Friendly people/service	10	9	8	7	6	5	4	3	2	1	(64)
h. The hours they're open	10	9	8	7	6	5	4	3	2	1	(65)
i. Their consistency	10	9	8	7	6	5	4	3	2	1	(66)
j. Special deals/coupons	10	9	8	7	6	5	4	3	2	1	(67)
k. Their variety	10	9	8	7	6	5	4	3	2	1	(68)
l. No lines/no waiting	10	9	8	7	6	5	4	3	2	1	(69)
m. The size of the portions	10	9	8	7	6	5	4	3	2	1	(70)
n. Food presentation	10	9	8	7	6	5	4	3	2	1	(71)
o. Convenience of location	10	9	8	7	6	5	4	3	2	1	(72)
p. Comfortable seating	10	9	8	7	6	5	4	3	2	1	(73)
q. Cleanliness	10	9	8	7	6	5	4	3	2	1	(74)
r. Value for the money	10	9	8	7	6	5	4	3	2	1	(75)
s. Food quality	10	9	8	7	6	5	4	3	2	1	(76)

(77-79)-
(80-3)

SECTION IV

Complete this section only if you "Had dinner at a fast food restaurant (ordered at the counter and STAYED THERE to eat dinner." (Found in Section I, Question 1c).

Please provide these details on ONLY THE MOST RECENT TIME you had a dinner which fit the above description.

1. What day of the week was this dinner occasion? (CHECK *ONE* BOX) (10)

   - 1 ☐ Sunday
   - 2 ☐ Monday
   - 3 ☐ Tuesday
   - 4 ☐ Wednesday
   - 5 ☐ Thursday
   - 6 ☐ Friday
   - 7 ☐ Saturday

2. What time of day did you arrive at the fast food restaurant? (CHECK *ONE* BOX) (11)

   - 1 ☐ 4 to 5pm
   - 2 ☐ 5 to 6pm
   - 3 ☐ 6 to 7pm
   - 4 ☐ 7 to 8pm
   - 5 ☐ 8 to 9pm
   - 6 ☐ 9 to 10pm
   - 7 ☐ After 10pm

3. When did you make the decision to go there? (CHECK *ONE* BOX) (12)

   - 1 ☐ Less than an hour before going there
   - 2 ☐ One to two hours in advance
   - 3 ☐ On the same day, but more than two hours in advance
   - 4 ☐ A day or more in advance

   (13-14)-

4. How much time did you spend at the fast food restaurant in total? (CHECK *ONE* BOX) (15)

   - 1 ☐ Less than 10 minutes
   - 2 ☐ 10 to 20 minutes
   - 3 ☐ 20 to 30 minutes
   - 4 ☐ 30 to 45 minutes
   - 5 ☐ 45 minutes to 1 hour
   - 6 ☐ 1 to 1 1/2 hours
   - 7 ☐ 1 1/2 to 2 hours
   - 8 ☐ Over 2 hours

5. How many people were in your party, including yourself? Total:________ (16-17)

   # of adults:________ (18-19) # of children age 12 or under:________ (20-21) # of children age 13 to 17:________ (22-23)

6. What was the name of this fast food restaurant? (WRITE IN):________________________________ (24-25)

7. Which one of the following best describes the establishment you listed in Question 6? (CHECK *ONE* BOX) (26)-

   (27-28)

   - 01 ☐ Fish/Seafood
   - 02 ☐ American
   - 03 ☐ Oriental
   - 04 ☐ Italian
   - 05 ☐ Other Ethnic
   - 06 ☐ Barbecue
   - 07 ☐ Steak
   - 08 ☐ Hamburger
   - 09 ☐ Sandwich
   - 10 ☐ Chicken
   - 11 ☐ Pizza
   - 12 ☐ Cafeteria
   - 13 ☐ Family/General Menu
   - 14 ☐ Other (Specify: ______________

8. What is your best guess of the total dollar amount that your party spent for that dinner? (WRITE IN)

   $______________ (29-31)

9. Did you use a coupon or any kind of special offer for that dinner?

1 ☐ Yes 2 ☐ No (32)

10. Now, please rate how descriptive the statements below are of how you felt at the time you decided to eat dinner at the fast food restaurant on the evening you just described on the previous page. Just circle a number between 1 and 10, where "10" means very descriptive or "right on," and "1" means "not at all descriptive," "does not apply at all." (33-46)-

	Very Descriptive	◄						►	Does Not Apply At All		
a. I/We felt like I/we deserved a treat or reward	10	9	8	7	6	5	4	3	2	1	(47)
b. I/We just had a craving for something different, something I/we didn't have at home	10	9	8	7	6	5	4	3	2	1	(48)
c. What with meetings, working late, somebody out of town, sports, lessons, and crazy schedules, I/we just wanted to make sure that I/we got something to eat for dinner	10	9	8	7	6	5	4	3	2	1	(49)
d. All I/we wanted to do was get it over with. I/We knew we had to eat something but I/we didn't give too much thought to what it was, nor did I/we care very much	10	9	8	7	6	5	4	3	2	1	(50)
e. I/We were feeling pretty relaxed and agreeable. I/We didn't have very strong feelings about what, in particular, I/we wanted to eat. I/We just went along with someone else's suggestion	10	9	8	7	6	5	4	3	2	1	(51)
f. I/We were in an up mood, a party mood. I/We felt like having fun	10	9	8	7	6	5	4	3	2	1	(52)
g. I/We had something to celebrate	10	9	8	7	6	5	4	3	2	1	(53)
h. I/We wanted the easiest thing available--the option with the least hassles	10	9	8	7	6	5	4	3	2	1	(54)
i. It got too late to cook or do what I/we would have really liked to do for dinner	10	9	8	7	6	5	4	3	2	1	(55)
j. I/We didn't have any energy left	10	9	8	7	6	5	4	3	2	1	(56)
k. I/We felt pressed for time	10	9	8	7	6	5	4	3	2	1	(57)

11. Please rate each of the following factors in terms of how much they had to do with your decision to get dinner at the particular place you chose. (CIRCLE *ONE* NUMBER FOR *EACH* ITEM, a THROUGH s)

	Was A Very Important Factor In The Decision To Get Food There	◄						►	Was Not At All Important In The Decision To Get Food There		
a. Fresh food/ingredients	10	9	8	7	6	5	4	3	2	1	(58)
b. Speed of service	10	9	8	7	6	5	4	3	2	1	(59)
c. Their price range	10	9	8	7	6	5	4	3	2	1	(60)
d. They have unique or original food	10	9	8	7	6	5	4	3	2	1	(61)
e. Kids like it	10	9	8	7	6	5	4	3	2	1	(62)
f. Nice place to go	10	9	8	7	6	5	4	3	2	1	(63)
g. Friendly people/service	10	9	8	7	6	5	4	3	2	1	(64)
h. The hours they're open	10	9	8	7	6	5	4	3	2	1	(65)
i. Their consistency	10	9	8	7	6	5	4	3	2	1	(66)
j. Special deals/coupons	10	9	8	7	6	5	4	3	2	1	(67)
k. Their variety	10	9	8	7	6	5	4	3	2	1	(68)
l. No lines/no waiting	10	9	8	7	6	5	4	3	2	1	(69)
m. The size of the portions	10	9	8	7	6	5	4	3	2	1	(70)
n. Food presentation	10	9	8	7	6	5	4	3	2	1	(71)
o. Convenience of location	10	9	8	7	6	5	4	3	2	1	(72)
p. Comfortable seating	10	9	8	7	6	5	4	3	2	1	(73)
q. Cleanliness	10	9	8	7	6	5	4	3	2	1	(74)
r. Value for the money	10	9	8	7	6	5	4	3	2	1	(75)
s. Food quality	10	9	8	7	6	5	4	3	2	1	(76)

(77-79)-
(80-4)

SECTION V

Complete this section only if you "Had dinner at a self-service cafeteria or buffet." (Found in Section I, Question 1d).

Please provide these details on ONLY THE MOST RECENT TIME you had a dinner which fit the above description.

1. What day of the week was this dinner occasion? **(CHECK *ONE* BOX)**

1 ☐ Sunday
2 ☐ Monday
3 ☐ Tuesday
4 ☐ Wednesday
5 ☐ Thursday
6 ☐ Friday
7 ☐ Saturday (10)

2. What time of day did you arrive at the self-service cafeteria or buffet? **(CHECK *ONE* BOX)**

1 ☐ 4 to 5pm
2 ☐ 5 to 6pm
3 ☐ 5 to 7pm
4 ☐ 7 to 8pm
5 ☐ 8 to 9pm
6 ☐ 9 to 10pm
7 ☐ After 10pm (11)

3. When did you make the decision to go there? **(CHECK *ONE* BOX)**

1 ☐ Less than an hour before going there
2 ☐ One to two hours in advance
3 ☐ On the same day, but more than two hours in advance (12)
4 ☐ A day or more in advance (13-14)-

4. How much time did you spend at the self-service cafeteria or buffet in total? **(CHECK *ONE* BOX)**

1 ☐ Less than 10 minutes
2 ☐ 10 to 20 minutes
3 ☐ 20 to 30 minutes
4 ☐ 30 to 45 minutes
5 ☐ 45 minutes to 1 hour
6 ☐ 1 to 1 1/2 hours
7 ☐ 1 1/2 to 2 hours
8 ☐ Over 2 hours (15)

5. How many people were in your party, including yourself? Total:________ (16-17)

# of adults:________ (18-19) # of children age 12 or under:________ (20-21) # of children age 13 to 17:________ (22-23)

6. What was the name of this self-service cafeteria or buffet? **(WRITE IN):**____________________ (24-25)

7. Which **one** of the following **best** describes the establishment you listed in Question 6? **(CHECK *ONE* BOX)** (26)-

01 ☐ Fish/Seafood
02 ☐ American
03 ☐ Oriental
04 ☐ Italian
05 ☐ Other Ethnic
06 ☐ Barbecue
07 ☐ Steak
08 ☐ Hamburger
09 ☐ Sandwich
10 ☐ Chicken (27-28)
11 ☐ Pizza
12 ☐ Cafeteria
13 ☐ Family/General Menu
14 ☐ Other (Specify):____________

8. What is your best guess of the total dollar amount that your party spent for that dinner? **(WRITE IN)**

$____________ (29-31)

9. Did you use a coupon or any kind of special offer for that dinner?

1 ☐ Yes 2 ☐ No (32)

10. Now, please rate how descriptive the statements below are of how you felt at the time you decided to eat dinner at the self-service cafeteria or buffet on the evening you just described. Just circle a number between 1 and 10, where "10" means **very descriptive** or "right on," and "1" means **"not at all descriptive," "does not apply at all."** (33-46)-

	Very Descriptive	◄						►	Does Not Apply At All		
a. I/We felt like I/we deserved a treat or reward	10	9	8	7	6	5	4	3	2	1	(47)
b. I/we just had a craving for something different, something I/we didn't have at home	10	9	8	7	6	5	4	3	2	1	(48)
c. What with meetings, working late, somebody out of town, sports, lessons, and crazy schedules, I/we just wanted to make sure that I/we got something to eat for dinner	10	9	8	7	6	5	4	3	2	1	(49)
d. All I/we wanted to do was get it over with. I/We knew we had to eat something but I/we didn't give too much thought to what it was, nor did I/we care very much	10	9	8	7	6	5	4	3	2	1	(50)
e. I/We were feeling pretty relaxed and agreeable. I/We didn't have very strong feelings about what, in particular, I/we wanted to eat. I/We just went along with someone else's suggestion	10	9	8	7	6	5	4	3	2	1	(51)
f. I/We were in an up mood, a party mood. I/We felt like having fun	10	9	8	7	6	5	4	3	2	1	(52)
g. I/We had something to celebrate	10	9	8	7	6	5	4	3	2	1	(53)
h. I/We wanted the easiest thing available--the option with the least hassles	10	9	8	7	6	5	4	3	2	1	(54)
i. It got too late to cook or do what I/we would have really liked to do for dinner	10	9	8	7	6	5	4	3	2	1	(55)
j. I/We didn't have any energy left	10	9	8	7	6	5	4	3	2	1	(56)
k. I/We felt pressed for time	10	9	8	7	6	5	4	3	2	1	(57)

11. Please rate each of the following factors in terms of how much they had to do with your decision to get dinner at the particular place you chose. (CIRCLE ONE NUMBER FOR EACH ITEM, a THROUGH s)

	Was A Very Important Factor In The Decision To Get Food There	◄----					----►	Was Not At All Important In The Decision To Get Food There		
a. Fresh food/ingredients	10	9	8	7	6	5	4	3	2	1	(58)
b. Speed of service	10	9	8	7	6	5	4	3	2	1	(59)
c. Their price range	10	9	8	7	6	5	4	3	2	1	(60)
d. They have unique or original food	10	9	8	7	6	5	4	3	2	1	(61)
e. Kids like it	10	9	8	7	6	5	4	3	2	1	(62)
f. Nice place to go	10	9	8	7	6	5	4	3	2	1	(63)
g. Friendly people/service	10	9	8	7	6	5	4	3	2	1	(64)
h. The hours they're open	10	9	8	7	6	5	4	3	2	1	(65)
i. Their consistency	10	9	8	7	6	5	4	3	2	1	(66)
j. Special deals/coupons	10	9	8	7	6	5	4	3	2	1	(67)
k. Their variety	10	9	8	7	6	5	4	3	2	1	(68)
l. No lines/no waiting	10	9	8	7	6	5	4	3	2	1	(69)
m. The size of the portions	10	9	8	7	6	5	4	3	2	1	(70)
n. Food presentation	10	9	8	7	6	5	4	3	2	1	(71)
o. Convenience of location	10	9	8	7	6	5	4	3	2	1	(72)
p. Comfortable seating	10	9	8	7	6	5	4	3	2	1	(73)
q. Cleanliness	10	9	8	7	6	5	4	3	2	1	(74)
r. Value for the money	10	9	8	7	6	5	4	3	2	1	(75)
s. Food quality	10	9	8	7	6	5	4	3	2	1	(76)

(77-79)-
(80-81)

SECTION VI

Complete this section only if you "Had carry-out food for dinner: You went to or called a fast food place or restaurant, picked up your food and ate it elsewhere." (Found in Section I, Question 1a).

Please provide these details on ONLY THE MOST RECENT TIME you had a dinner which fit the above description.

1. What day of the week was this dinner occasion? (CHECK *ONE* BOX) (10)

1 ☐ Sunday
2 ☐ Monday
3 ☐ Tuesday
4 ☐ Wednesday
5 ☐ Thursday
6 ☐ Friday
7 ☐ Saturday

2. What time of day did you pick up the food for this meal? (CHECK *ONE* BOX) (11)

1 ☐ 4 to 5pm
2 ☐ 5 to 6pm
3 ☐ 6 to 7pm
4 ☐ 7 to 8pm
5 ☐ 8 to 9pm
6 ☐ 9 to 10pm
7 ☐ After 10pm

3. When did you make the decision to purchase your carry-out food there? (CHECK *ONE* BOX) (12)

1 ☐ Less than an hour before going there
2 ☐ One to two hours in advance
3 ☐ On the same day, but more than two hours in advance
4 ☐ A day or more in advance

4. a. Where did you go to eat the food you picked up? (WRITE IN)

____ (13-14)

b. How much time did you spend eating dinner? (CHECK *ONE* BOX) (15)

1 ☐ Less than 10 minutes
2 ☐ 10 to 20 minutes
3 ☐ 20 to 30 minutes
4 ☐ 30 to 45 minutes
5 ☐ 45 minutes to 1 hour
6 ☐ 1 to 1 1/2 hours
7 ☐ 1 1/2 to 2 hours
8 ☐ Over 2 hours

5. How many people did you buy food for on this occasion, including yourself? Total:________ (16-17)

# of adults:________ (18-19) # of children age 12 or under:________ (20-21) # of children age 13 to 17:________ (22-23)

6. a. What was the name of the place where you bought this dinner? (WRITE IN)

____ (24-25)

b. What type of place is this? (CHECK *ONE* BOX) (26)

1 ☐ Fast food
2 ☐ Sit-down restaurant with table service

7. Which one of the following best describes the establishment you listed in Question 6a? (CHECK *ONE* BOX) (27-28)

01 ☐ Fish/Seafood
02 ☐ American
03 ☐ Oriental
04 ☐ Italian
05 ☐ Other Ethnic
06 ☐ Barbecue
07 ☐ Steak
08 ☐ Hamburger
09 ☐ Sandwich
10 ☐ Chicken
11 ☐ Pizza
12 ☐ Cafeteria
13 ☐ Family/General Menu
14 ☐ Other (Specify):____________

National Family Opinion, Inc

8. What is your best guess of the total dollar amount that your party spent for that dinner? **(WRITE IN)**

$____________ (28–31)

9. Did you use a coupon or any kind of special offer for that dinner?

1 ☐ Yes 2 ☐ No (32)

10. Now, please rate how descriptive the statements below are of how you felt at the time you decided to get carry-out food on the evening you just described on the previous page. Just circle a number between 1 and 10, where "10" means very descriptive or "right on," and "1" means "not at all descriptive," "does not apply at all." (33–46)-

	Very Descriptive ◀								▶ Does Not Apply At All		
a. I/We felt like I/we deserved a treat or reward	10	9	8	7	6	5	4	3	2	1	(47)
b. I/we just had a craving for something different, something I/we didn't have at home	10	9	8	7	6	5	4	3	2	1	(48)
c. What with meetings, working late, somebody out of town, sports, lessons, and crazy schedules, I/we just wanted to make sure that I/we got something to eat for dinner	10	9	8	7	6	5	4	3	2	1	(49)
d. All I/we wanted to do was get it over with. I/We knew we had to eat something but I/we didn't give too much thought to what it was, nor did I/we care very much	10	9	8	7	6	5	4	3	2	1	(50)
e. I/We were feeling pretty relaxed and agreeable. I/We didn't have very strong feelings about what, in particular, I/we wanted to eat. I/We just went along with someone else's suggestion	10	9	8	7	6	5	4	3	2	1	(51)
f. I/We were in an up mood, a party mood. I/We felt like having fun	10	9	8	7	6	5	4	3	2	1	(52)
g. I/We had something to celebrate	10	9	8	7	6	5	4	3	2	1	(53)
h. I/We wanted the easiest thing available—the option with the least hassles	10	9	8	7	6	5	4	3	2	1	(54)
i. It got too late to cook or do what I/we would have really liked to do for dinner	10	9	8	7	6	5	4	3	2	1	(55)
j. I/We didn't have any energy left	10	9	8	7	6	5	4	3	2	1	(56)
k. I/We felt pressed for time	10	9	8	7	6	5	4	3	2	1	(57)

11. Please rate each of the following factors in terms of how much they had to do with your decision to get dinner at the particular place you chose. **(CIRCLE *ONE* NUMBER FOR *EACH* ITEM, a THROUGH s)**

	Was A Very Important Factor In The Decision To Get Food There ◀								▶ Was Not At All Important In The Decision To Get Food There		
a. Fresh food/ingredients	10	9	8	7	6	5	4	3	2	1	(58)
b. Speed of service	10	9	8	7	6	5	4	3	2	1	(59)
c. Their price range	10	9	8	7	6	5	4	3	2	1	(60)
d. They have unique or original food	10	9	8	7	6	5	4	3	2	1	(61)
e. Kids like it	10	9	8	7	6	5	4	3	2	1	(62)
f. Nice place to go	10	9	8	7	6	5	4	3	2	1	(63)
g. Friendly people/service	10	9	8	7	6	5	4	3	2	1	(64)
h. The hours they're open ...	10	9	8	7	6	5	4	3	2	1	(65)
i. Their consistency	10	9	8	7	6	5	4	3	2	1	(66)
j. Special deals/coupons	10	9	8	7	6	5	4	3	2	1	(67)
k. Their variety	10	9	8	7	6	5	4	3	2	1	(68)
l. No lines/no waiting	10	9	8	7	6	5	4	3	2	1	(69)
m. The size of the portions ...	10	9	8	7	6	5	4	3	2	1	(70)
n. Food presentation	10	9	8	7	6	5	4	3	2	1	(71)
o. Convenience of location ...	10	9	8	7	6	5	4	3	2	1	(72)
p. Comfortable seating	10	9	8	7	6	5	4	3	2	1	(73)
q. Cleanliness	10	9	8	7	6	5	4	3	2	1	(74)
r. Value for the money	10	9	8	7	6	5	4	3	2	1	(75)
s. Food quality	10	9	8	7	6	5	4	3	2	1	(76)

(77–79)-
(80-6)

SECTION VII

Complete this section only if you "Had dinner delivered: Called a fast food place or other restaurant and had the food delivered to you." (Found in Section I, Question 1f).

Please provide these details on ONLY THE MOST RECENT TIME you had a dinner which fit the above description.

1. What day of the week was this dinner occasion? (CHECK *ONE* BOX)

1 ☐ Sunday
2 ☐ Monday
3 ☐ Tuesday
4 ☐ Wednesday
5 ☐ Thursday
6 ☐ Friday
7 ☐ Saturday
(10)

2. What time of day was the food delivered? (CHECK *ONE* BOX)

1 ☐ 4 to 5pm
2 ☐ 5 to 6pm
3 ☐ 6 to 7pm
4 ☐ 7 to 8pm
5 ☐ 8 to 9pm
6 ☐ 9 to 10pm
7 ☐ After 10pm
(11)

3. When did you make the decision to call? (CHECK *ONE* BOX)

1 ☐ Less than an hour before you called
2 ☐ One to two hours in advance
3 ☐ On the same day, but more than two hours in advance
4 ☐ A day or more in advance
(12)

4. a. Where did you eat the food you had delivered? (WRITE IN)

____ (13-14)

b. How much time did you spend eating dinner? (CHECK *ONE* BOX)

1 ☐ Less than 10 minutes
2 ☐ 10 to 20 minutes
3 ☐ 20 to 30 minutes
4 ☐ 30 to 45 minutes
5 ☐ 45 minutes to 1 hour
6 ☐ 1 to 1 1/2 hours
7 ☐ 1 1/2 to 2 hours
8 ☐ Over 2 hours
(15)

5. How many people did you buy food for on this occasion, including yourself? Total:________ (16-17)

# of adults:________ (18-19) # of children age 12 or under:________ (20-21) # of children age 13 to 17:________ (22-23)

6. a. What was the name of the place where you bought this dinner? (WRITE IN)

____ (24-25)

b. What type of place is this? (CHECK *ONE* BOX)

1 ☐ Fast food
2 ☐ Sit-down restaurant with table service
(26)

7. Which one of the following best describes the establishment you listed in Question 6a? (CHECK *ONE* BOX)

01 ☐ Fish/Seafood
02 ☐ American
03 ☐ Oriental
04 ☐ Italian
05 ☐ Other Ethnic
06 ☐ Barbecue
07 ☐ Steak
08 ☐ Hamburger
09 ☐ Sandwich
10 ☐ Chicken
11 ☐ Pizza
12 ☐ Cafeteria
13 ☐ Family/General Menu
14 ☐ Other (Specify):____________
(27-28)

8. What is your best guess of the total dollar amount that your party spent for that dinner (without the tip)? (WRITE IN)

$____________ (29-31)

9. Did you use a coupon or any kind of special offer for that dinner?

1 ☐ Yes 2 ☐ No (32)

10. Now, please rate how descriptive the statements below are of how you felt at the time you decided to have dinner delivered on the evening you just described on the previous page. Just circle a number between 1 and 10, where "10" means very descriptive or "right on," and "1" means "not at all descriptive," "does not apply at all."

(33-46)-

	Very Descriptive ◄							►	Does Not Apply At All		
a. I/We felt like I/we deserved a treat or reward	10	9	8	7	6	5	4	3	2	1	(47)
b. I/We just had a craving for something different, something I/we didn't have at home	10	9	8	7	6	5	4	3	2	1	(48)
c. What with meetings, working late, somebody out of town, sports, lessons, and crazy schedules, I/we just wanted to make sure that I/we got something to eat for dinner	10	9	8	7	6	5	4	3	2	1	(49)
d. All I/we wanted to do was get it over with. I/We knew we had to eat something but I/we didn't give too much thought to what it was, nor did I/we care very much	10	9	8	7	6	5	4	3	2	1	(50)
e. I/We were feeling pretty relaxed and agreeable. I/We didn't have very strong feelings about what, in particular, I/we wanted to eat. I/We just went along with someone else's suggestion	10	9	8	7	6	5	4	3	2	1	(51)
f. I/We were in an up mood, a party mood. I/We felt like having fun	10	9	8	7	6	5	4	3	2	1	(52)
g. I/We had something to celebrate	10	9	8	7	6	5	4	3	2	1	(53)
h. I/We wanted the easiest thing available--the option with the least hassles	10	9	8	7	6	5	4	3	2	1	(54)
i. It got too late to cook or do what I/we would have really liked to do for dinner	10	9	8	7	6	5	4	3	2	1	(55)
j. I/We didn't have any energy left	10	9	8	7	6	5	4	3	2	1	(56)
k. I/We felt pressed for time	10	9	8	7	6	5	4	3	2	1	(57)

11. Please rate each of the following factors in terms of how much they had to do with your decision to get dinner at the particular place you chose. (CIRCLE *ONE* NUMBER FOR *EACH* ITEM, a THROUGH s)

	Was A Very Important Factor In The Decision To Get Food There ◄							►	Was Not At All Important In The Decision To Get Food There		
a. Fresh food/ingredients	10	9	8	7	6	5	4	3	2	1	(58)
b. Speed of service	10	9	8	7	6	5	4	3	2	1	(59)
c. Their price range	10	9	8	7	6	5	4	3	2	1	(60)
d. They have unique or original food	10	9	8	7	6	5	4	3	2	1	(61)
e. Kids like it	10	9	8	7	6	5	4	3	2	1	(62)
f. Nice place to go	10	9	8	7	6	5	4	3	2	1	(63)
g. Friendly people/service	10	9	8	7	6	5	4	3	2	1	(64)
h. The hours they're open ..	10	9	8	7	6	5	4	3	2	1	(65)
i. Their consistency	10	9	8	7	6	5	4	3	2	1	(66)
j. Special deals/coupons	10	9	8	7	6	5	4	3	2	1	(67)
k. Their variety	10	9	8	7	6	5	4	3	2	1	(68)
l. No lines/no waiting	10	9	8	7	6	5	4	3	2	1	(69)
m. The size of the portions ...	10	9	8	7	6	5	4	3	2	1	(70)
n. Food presentation	10	9	8	7	6	5	4	3	2	1	(71)
o. Convenience of location ...	10	9	8	7	6	5	4	3	2	1	(72)
p. Comfortable seating	10	9	8	7	6	5	4	3	2	1	(73)
q. Cleanliness	10	9	8	7	6	5	4	3	2	1	(74)
r. Value for the money	10	9	8	7	6	5	4	3	2	1	(75)
s. Food quality	10	9	8	7	6	5	4	3	2	1	(76)

(77-79)-
(80-7)

SECTION VIII

Complete this section only if you "Purchased freshly prepared carry-out (not frozen) food from a supermarket, convenience store or deli and had that for dinner on the same day." (Found in Section I, Question 1g).

Please provide these details on ONLY THE MOST RECENT TIME you had a dinner which fit the above description.

1. What day of the week was this dinner occasion? (CHECK *ONE* BOX)

   1 ☐ Sunday
   2 ☐ Monday
   3 ☐ Tuesday
   4 ☐ Wednesday
   5 ☐ Thursday
   6 ☐ Friday
   7 ☐ Saturday (10)

2. What time of day did you purchase the food? (CHECK *ONE* BOX)

   1 ☐ 4 to 5pm
   2 ☐ 5 to 6pm
   3 ☐ 6 to 7pm
   4 ☐ 7 to 8pm
   5 ☐ 8 to 9pm
   6 ☐ 9 to 10pm
   7 ☐ After 10pm (11)

3. When did you make the decision to go purchase carry-out food there? (CHECK *ONE* BOX)

   1 ☐ Less than an hour before going there
   2 ☐ One to two hours in advance
   3 ☐ On the same day, but more than two hours in advance
   4 ☐ A day or more in advance (12)

4. **a.** Where did you go to eat the food you picked up? (WRITE IN)

   ______________________________ (13-14)

   b. How much time did you spend eating dinner? (CHECK *ONE* BOX)

   1 ☐ Less than 10 minutes
   2 ☐ 10 to 20 minutes
   3 ☐ 20 to 30 minutes
   4 ☐ 30 to 45 minutes
   5 ☐ 45 minutes to 1 hour
   6 ☐ 1 to 1 1/2 hours
   7 ☐ 1 1/2 to 2 hours
   8 ☐ Over 2 hours (15)

5. How many people did you buy food for on this occasion, including yourself? Total:________ (16-17)

   # of adults:________ (18-19) # of children age 12 or under:________ (20-21) # of children age 13 to 17:________ (22-23)

6. What was the name of the place where you bought this dinner? (WRITE IN)

   ______________________________ (24-25)

7. What type of place is this? (CHECK *ONE* BOX)

   1 ☐ Supermarket
   2 ☐ Convenience Store
   3 ☐ Deli (26)

8. What is your best guess of the total dollar amount that your party spent for that dinner? (WRITE IN) (27-28)-

   $____________ (29-31)

9. Did you use a coupon or any kind of special offer for that dinner?

   1 ☐ Yes
   2 ☐ No (32)

10. Now, please rate how descriptive the statements below are of how you felt at the time you decided to get food from a deli, convenience store or supermarket on the evening you just described. Just circle a number between 1 and 10, where "10" means **very descriptive or "right on,"** and "1" means **"not at all descriptive," "does not apply at all."** (33-46)-

	Very Descriptive ◄								► Does Not Apply At All	
a. I/We felt like I/we deserved a treat or reward	10	9	8	7	6	5	4	3	2	1 (47)
b. I/we just had a craving for something different, something I/we didn't have at home	10	9	8	7	6	5	4	3	2	1 (48)
c. What with meetings, working late, somebody out of town, sports, lessons, and crazy schedules, I/we just wanted to make sure that I/we got something to eat for dinner	10	9	8	7	6	5	4	3	2	1 (49)
d. All I/we wanted to do was get it over with. I/We knew we had to eat something but I/we didn't give too much thought to what it was, nor did I/we care very much	10	9	8	7	6	5	4	3	2	1 (50)
e. I/We were feeling pretty relaxed and agreeable. I/We didn't have very strong feelings about what, in particular, I/we wanted to eat. I/We just went along with someone else's suggestion	10	9	8	7	6	5	4	3	2	1 (51)
f. I/We were in an up mood, a party mood. I/We felt like having fun	10	9	8	7	6	5	4	3	2	1 (52)
g. I/We had something to celebrate	10	9	8	7	6	5	4	3	2	1 (53)
h. I/We wanted the easiest thing available--the option with the least hassles	10	9	8	7	6	5	4	3	2	1 (54)
i. It got too late to cook or do what I/we would have really liked to do for dinner	10	9	8	7	6	5	4	3	2	1 (55)
j. I/We didn't have any energy left	10	9	8	7	6	5	4	3	2	1 (56)
k. I/We felt pressed for time	10	9	8	7	6	5	4	3	2	1 (57)

11. Please rate each of the following factors in terms of how much they had to do with your decision to get dinner at the particular place you chose. (CIRCLE *ONE* NUMBER FOR *EACH* ITEM, a THROUGH s)

	Was A Very Important Factor In The Decision To Get Food There	◄						►		Was Not At All Important In The Decision To Get Food There	
a. Fresh food/ingredients	10	9	8	7	6	5	4	3	2	1	(58)
b. Speed of service	10	9	8	7	6	5	4	3	2	1	(59)
c. Their price range	10	9	8	7	6	5	4	3	2	1	(60)
d. They have unique or original food	10	9	8	7	6	5	4	3	2	1	(61)
e. Kids like it	10	9	8	7	6	5	4	3	2	1	(62)
f. Nice place to go	10	9	8	7	6	5	4	3	2	1	(63)
g. Friendly people/service	10	9	8	7	6	5	4	3	2	1	(64)
h. The hours they're open ...	10	9	8	7	6	5	4	3	2	1	(65)
i. Their consistency	10	9	8	7	6	5	4	3	2	1	(66)
j. Special deals/coupons	10	9	8	7	6	5	4	3	2	1	(67)
k. Their variety	10	9	8	7	6	5	4	3	2	1	(68)
l. No lines/no waiting	10	9	8	7	6	5	4	3	2	1	(69)
m. The size of the portions ...	10	9	8	7	6	5	4	3	2	1	(70)
n. Food presentation	10	9	8	7	6	5	4	3	2	1	(71)
o. Convenience of location ...	10	9	8	7	6	5	4	3	2	1	(72)
p. Comfortable seating	10	9	8	7	6	5	4	3	2	1	(73)
q. Cleanliness	10	9	8	7	6	5	4	3	2	1	(74)
r. Value for the money	10	9	8	7	6	5	4	3	2	1	(75)
s. Food quality	10	9	8	7	6	5	4	3	2	1	(76)

12. Just to verify our records, please indicate your age and sex.

AGE:_________ (77-78) SEX: 1 ☐ Male 2 ☐ Female (79)

(80-8)

THANK YOU FOR YOUR HELP WITH THIS STUDY!

PLEASE RETURN YOUR COMPLETED QUESTIONNAIRE IN THE ENCLOSED POSTAGE-PAID ENVELOPE AS SOON AS POSSIBLE.

National Family Opinion, Inc.

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